

PARTY IN THE USA

American Black Hereford Association Junior National

Princeton, IN June 10 - 13, 2026

The ABHA Junior National Show brings together young cattlemen and women from across the country to compete, learn, and grow within the beef industry. Your sponsorship directly supports youth development, leadership, and the continued advancement of the Black Hereford breed. The ABHA is a 501 (c)(3) organization.

Event Reach & Exposure

- Junior exhibitors representing 13+ states
- 100 - 150 head of cattle exhibited
- 10,000 + targeted digital impressions during event coverage
- 90,000+ annual website visits to the ABHA website, where sponsor logos are prominently displayed
- Multi-channel visibility across social, email, and print platforms
- Continued exposure through post-event content and promotions

Sponsorship Investment Opportunities

- **ALL AMERICAN SPONSOR** | \$2,500 +
 - Listed as Presenting Sponsor of Event
 - Individual Sponsor Banner in the Show Ring
 - Social Media Recognition
 - 1 Full Page Ad in the ABHA Magazine
 - Free Booth Space at Show
 - Company Name/Logo on all event materials (banners, shirts, advertisements, social media, etc)
 - **RED, WHITE, & BLUE SPONSOR** | \$500 - \$999
 - Included on group Sponsor Banner in the Show Ring
 - Social Media Recognition
 - 1 Half Page Ad in the ABHA Magazine
 - Company Name/Logo on all event materials (banners, shirts, advertisements, social media, etc)
 - **FRIENDS OF THE JUNIORS SPONSOR** | \$1 - \$249
 - Included on group Sponsor Banner in the Show Ring
 - Social Media Recognition
 - Company Name/Logo on all event materials (banners, shirts, advertisements, social media, etc)
 - **TARGETED SPONSORSHIP ADD-ONS**
 - Awards & Buckle Sponsor
 - Meal Sponsor
 - Show Sponsor (Bred & Owned, Showmanship, Owned Female, Owned Bull, Steer) - \$200ea
 - **FREEDOM SPONSOR** | \$1,000 - \$2,499
 - Individual Sponsor Banner in the Show Ring
 - Social Media Recognition
 - 1 Full Page Ad in the ABHA Magazine
 - Free Booth Space at Show
 - Company Name/Logo on all event materials (banners, shirts, advertisements, social media, etc)
 - **STARS & STRIPES SPONSOR** | \$250 - \$499
 - Included on group Sponsor Banner in the Show Ring
 - Social Media Recognition
 - 1 Quarter Page Ad in the ABHA Magazine
 - Company Name/Logo on all event materials (banners, shirts, advertisements, social media, etc)
- CONTACT**
Brianna Chavez
Communications Manager
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- Join us in
Building the Future
of Black Hereford**
- Customized partnership opportunities available upon request.*

