

## SPONSORSHIP OPPORTUNITIES

# 2024 CALIFORNIA CATTLE INDUSTRY TRADESHOW AND CCA/CCW CONVENTION

Dec. 4 - Dec. 6 • Grand Sierra Resort • Reno, Nev.



# 2024 CCA & CCW CONVENTION SPONSORSHIPS

## TRADESHOW WELCOME PARTY

INVESTMENT: \$4,000

Bring the party to life by sponsoring this year's welcome bash. Sponsorship includes the opportunity to introduce the band, logo on promotional ads, one social media post, signage at the party, logo inclusion on the tradeshow entry way and in the onsite event program.



## TRAIL BOSS INVESTMENT: \$3,000

As the exclusive title sponsor, you'll enjoy recognition in all convention promotional materials, onsite program and signage, plus a speaking opportunity in the form of a 30 minute session during the convention.

## BRANDED BADGE HOLDERS INVESTMENT: \$2,500

Be near and dear to each attendee's heart as the name badge holder sponsor which features your company logo on each name badge at event.

## CCA & CCW AWARDS BANQUET

INVESTMENT: \$2,500

Thursday evening's dinner and awards banquet honors the accomplishments of CCA & CCW members over the year. This sponsorship includes your logo in the event program, signage and the chance to place a piece of literature or promotional item at each place setting.



## CCA PRESIDENT'S RECEPTION INVESTMENT: \$2,500

Show CCA President's extra appreciation for his time in leadership. As this sponsor you will have exclusive signage at the reception and your logo featured in the onsite event program.

## DIGITAL SPONSOR

INVESTMENT: \$2,000

Be the exclusive digital sponsor for the 2024 CCA/CCW Convention and get your company name on e-blasts, the webpage for this year's event and a shout out on an episode of *Sorting Pen: The California Cattleman podcast*. Specifically, the sponsor of this package will receive:

- A banner ad and one message to be included in a minimum of three e-blasts sent out with convention details to CCA members and registered attendees.
- A 15 second shoutout in an episode of *Sorting Pen: The California Cattleman podcast* leading up to Convention.
- A short message on the 2024 convention page on CCA's website.

## SORTING PEN THE CALIFORNIA CATTLEMAN PODCAST



A PODCAST SORTING THROUGH THE ISSUES IMPACTING CALIFORNIA'S RANCHING FAMILIES AND PRODUCERS.

# 2024 CCA & CCW CONVENTION SPONSORSHIPS

## **BLOODY MARY BAR**

INVESTMENT: \$2,000

On Thursday morning, tradeshow attendees can enjoy a Bloody Mary. If sponsorship is secured prior to the exhibit deadline, the bar will be put next to the sponsor's exhibit space. Sponsor recognition includes custom napkins and 30 drink tickets to distribute to your key customers.



## **SADDLE BAGS** INVESTMENT: \$2,000

Be the warm welcome for attendees as they pick up their registration materials with this tote bag featuring your company logo. Sponsorship allows you to place one piece of literature or a promotional product in the bag.

## **GUEST ROOM KEYS** INVESTMENT: \$4,000

Get in front of every attendee by customizing their guest room keys. Use this opportunity to deliver your message and invite attendees to your booth. Your custom artwork will be on every guest room key to the CCA room block.

## **WELCOME PARTY COCKTAIL SPONSOR** INVESTMENT: \$1,500

Be the life of the party as the cocktail sponsor at the Tradeshow Welcome Party! Sponsor recognition includes 100 drink tickets to distribute to your key customers, drink tickets can be exchanged for a drink at any of the bars in the Tradeshow during the welcome party.

## **TRAIL TOKEN** INVESTMENT: \$1,500

Make each guest feel like royalty with a welcoming gift in their hotel room featuring your company logo and a personalized welcome message from you.

## **CCA SHOE SHINE IN THE TRADESHOW** INVESTMENT: \$1,500

We'll provide the polish and you'll shine as a boot shine booth sponsor in this year's tradeshow. A favorite year after year! Includes custom signage and your company's logo in the onsite event program.

## **COMMITTEE SPONSOR** INVESTMENT: \$500

You can choose to sponsor one of many committee meetings at the convention. Your sponsorship includes your logo on the meeting signage and the opportunity to address the committee meeting for up to 10 minutes.

## **READY TO SECURE YOUR SPONSORSHIP?**

Sponsorships are sold on a first come, first serve basis. Don't miss out on your chance to select the sponsorship option that works best for your needs.

To secure your sponsorship contact Gracie LeCheminant in the CCA office at [gracie@calcattlemen.org](mailto:gracie@calcattlemen.org) or (916) 444-0845.