



# Keystone International Livestock Expo

September 30 -October 9, 2022

## Sponsorship Opportunities

KILE Beef Committee encompasses the Open Beef Show, Junior Beef Breeding Show, Prospect Steers & Heifers and Junior Market Steers.

There are Sponsorship opportunities within all these shows!

### General Sponsorships

#### Live Broadcast Sponsor

*\$1,600/day/ring —your choice of days & rings*

We will be livestreaming the major breed classes on Friday and Saturday, as well as the Supreme Beef Pageant. This sponsorship will have naming rights to the broadcast during the KILE and have four banner advertisement spots on the livestream. This includes a free link to the company's website on the KILE website and company name announced appropriately throughout the show and a full page ad in the show catalog. Live streaming is completely dependent on sponsorships received. Other livestreaming days are a possibility.

#### Open Show Ring Sponsors

*\$500*

Sponsorship includes promotion in all pre-event and post-event social media releases, the opportunity to hang one banner on the outside of arena for the duration of the open show (company must supply banners), announcements during the show, linked logo on the website, and a full page ad in the show catalog

#### Exhibitor Back Number Sponsor

*\$750*

Great advertising opportunity with over a thousand plus cattle entries, your logo will be printed on each exhibitor's back number!

#### Show Catalog Print Sponsor

*\$750*

Sponsorship includes a full page ad inside cover page in the updated show catalog that includes all scratches. This sponsorship includes promotion in all pre-event and post-event social media releases and on linked logo on KILE website

#### Breed Exhibitor Gift

*\$500*

Each exhibitor will receive a gift at check-in that will have your company's logo and next year's KILE Show dates. This is a great way to promote your company/product by having hundreds of our exhibitors carry your logo! Also includes half page ad in show catalog.

#### KILE Beef Committee Apparel

*Two available at \$250 or one at \$500*

Committee members and volunteers are very visible before, during and after the event. This sponsorship will provide them with apparel that will identify them as KILE beef committee members and volunteers and will carry your company logo throughout the show

#### Breed Champion and/or Reserve Banner Sponsors

*available for each breed at \$100 each*

Sponsor will be announced during the breed show, along with half page advertisement in the show catalog and linked logo on the KILE website and pre-event and post-event social media releases. Sponsor's name will be on the banner.

#### Class Sponsor

*unlimited available for each breed at \$50 each*

Class sponsors will be announced appropriately at the beginning of the class and a quarter page ad in the show catalog.

#### Champion/Reserve Champion Division Sponsor

*available for each class at \$75 each*

The sponsor will be announced during the selection of Champion or Reserve Champion Division sponsored and listed in the show catalog

#### Premier Exhibitor/Breeder/other Group class

*available for each breed at \$100 each*

The sponsor will be announced during the selection of Premier Exhibitor and Premier Breeder and listed in the show catalog

#### Friends of KILE

*unlimited available for under \$50 each*



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### Junior Show Sponsorships

#### Jr. Show Ring Sponsors

\$500

Sponsorship includes promotion in all pre-event and post-event press releases and on the website, the opportunity to one hang banner on the outside of arena for the duration of the junior show (company must supply banners), announcements during the show, linked logo on the website, and a full page ad in the show catalog

#### Jr. Breed Champion and/or Reserve Banners

available for each breed at \$100 each

Sponsor will be announced during the breed show, along with half page advertisement in the show catalog and linked logo on the KILE website.

#### Jr. Exhibitor Gift

\$500

Each junior exhibitor will receive a gift at check-in that will have your company's logo and next year's KILE Show dates. This is a great way to promote your company/product by having hundreds of our junior exhibitors sport your logo! Also includes half page ad in show catalog.

#### Jr. Class Sponsor

unlimited available for each breed at \$50

Class sponsors will be announced appropriately at the beginning of the class and a quarter page ad in the show catalog.

#### Jr. Champion/Reserve Champion Division Sponsor

each available for each class at \$75 each

The sponsor will be announced during the selection of Champion or Reserve Champion Division sponsored and listed in the show catalog

#### Best Female Bred & Owned by Exhibitor

available for each breed at \$100 each

The sponsor will be announced during the selection of Best Female Bred & Owned and listed in the show catalog

#### Catalog Advertisement

unlimited available

Sponsor advertisement is available in the below sizes. These ads will be printed in the show catalog and used online.

Full page (8.5"x11")	\$200
Half page (8.5"x5.5")	\$100
Quarter page is (4.25"x2.75")	\$50

KEYSTONE INTERNATIONAL LIVESTOCK EXPOSITION

September 30 – October 9, 2022

**BEEF SPONSORHIP FORM**

Name: \_\_\_\_\_

Farm Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

**Beef Sponsorship Levels:**

		<b><u>Contribution</u></b>
Live Broadcast Sponsor	\$1,600	\$ _____
Ring Sponsor	\$500	\$ _____
Show Catalog Sponsor	\$750	\$ _____
Back Number Sponsor	\$750	\$ _____
Exhibitor Gift	\$500	\$ _____
Breed Sponsor	\$500	\$ _____
KILE Beef Committee Apparel	\$250	\$ _____
Champion/Reserve Champion Division Sponsor	\$75	\$ _____
Class Sponsor	\$50	\$ _____
Premier Exhibitor and/or Breeder	\$100	\$ _____
Breed Champion and/or Reserve Banners	\$100	\$ _____
Best Female Bred & Owned	\$100	\$ _____
Friends of KILE	Up to \$100	\$ _____

*-If possible, please include your business card. All Champion & Reserve Champion breed requests will be on a first come basis by postmark.*

Breed: \_\_\_\_\_ Class: \_\_\_\_\_

**Please return form & mark your check payable to: KILE**

**Mail to:** PA Farm Show Complex and Expo Center  
Attn: KILE Beef Sponsor  
2300 North Cameron Street  
Harrisburg, Pa 17110-9443



**Please direct questions to:** Chet Hughes (717)951-4147 or Tammy Weaver (717)278-9216

**\*\* For Beef Exhibitor Sponsors \$100 and above – Stalling Request** (received by 9/15/22)

Barn Request:  North Barn  East Barn  Northwest Barn

Stalling Note: \_\_\_\_\_