



SPONSORSHIP OPPORTUNITIES

June 8-11, 2022
Cheyenne, Wyoming

Guardians of Wyoming's Cow Country

The mission of the Wyoming Stock Growers Association is to serve the livestock business and families of Wyoming by protecting their economic, legislative, regulatory, judicial, environmental, custom, and cultural interests.

HISTORY

*“The story of the Association - which is the story of Wyoming - begins with the coming of the people and the cattle to the land, with the first of the riders in the long, slow cavalcade.”
- CowCountry Cavalcade - 80 years of the Wyoming Stock Growers Association*

Wyoming Stock Growers Association was organized on April 4, 1872 in Cheyenne to advance and protect the interest of the state's livestock producers. The WSGA historically organized roundups, scheduled cattle shipments, and tracked cattle brands, but was also active, especially before 1900, in eliminating cattle rustling. It was the second state cattlemen's organization created in the United States.

Many of the early members traveled from Europe and other countries, but the majority were Wyoming men who took an active personal interest in the cattle business. The formation of a cattlemen's association was no doubt monumental at its inception.

As one unknown author put it, “Of even greater significance, the principles for which it stood, and the manner in which it was implementing them, were attracting industry-wide attention.”

Wyoming Stock Growers was the first association formed in the Wyoming territory. It is the only organization in the state focused entirely on serving the needs of the ranching industry, which is the largest segment of Wyoming's agricultural production.

TODAY

The association lobbies and tracks issues at both the state and national levels; we work closely with the state and federal agencies that write regulations affecting the industry. We also participate in litigation on critical issues and work to enhance the public image of the cattle industry.

As the industry continues to face many age-old issues and new opportunities, we seek to bring a fresh approach to addressing them. The three main roles of today's association are:

- Advocating on issues affecting the cattle industry, Wyoming agriculture and rural community living
- Providing members with timely information regarding events in the cattle industry and the activities of the association
- Promoting the role of the Wyoming cattle industry in resource stewardship, animal care and the production of high-quality safe and nutritious beef

In summer 2022, the Wyoming Stock Growers Association will celebrate 150 years during the annual Wyoming Cattle Industry Convention and Trade Show. This celebration will be held at Little America in Cheyenne and is a wonderful opportunity for businesses to network with Wyoming ranchers and industry leaders.

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

Deadline: May 1, 2022

WSGA Dinner & Rodeo at Archer

Thursday, June 9 | 5:00pm-9:00pm
\$10,000 +

Catered by Uncle Fred's Catering. Rodeo Production by Hell on Wheels Rodeo Company, LLC

- Complimentary Trade Show Booth at Little America
- 5-10 minutes to address attendees during a General Session
 - Up to 10 complimentary convention registrations
- 2 full page b/w ads in two separate issues of CowCountry Magazine
OR 4 half pages b/w ads in four separate issues of CowCountry Magazine

WSGA Banquet at Little America

Friday, June 10 | 5:00pm-9:00pm
\$10,000 +

Membership celebration honoring 150 years with a special performance by Annie & Amy.

Writers of the Official State Song of Wyoming "Wyoming Where I Belong"

- Complimentary Trade Show Booth at Little America
- 5-10 minutes to address attendees during a General Session
 - Up to 10 complimentary convention registrations
- 2 full page ads in two separate issues of CowCountry Magazine
OR 4 half pages ads in four separate issues of CowCountry Magazine

WSGA Celebration in Downtown Cheyenne & State Capitol

Saturday, June 11 | 8:00am-11:00am
\$10,000 +

Public celebration in downtown to the State Capitol honoring the history of Wyoming's western spirit.

The celebration will conclude with a proclamation signing with the Governor.

- Complimentary Trade Show Booth at Little America
- 5-10 minutes to address attendees during a General Session
 - Up to 10 complimentary convention registrations
- 2 full page b/w ads in two separate issues of CowCountry Magazine
OR 4 half pages b/w ads in four separate issues of CowCountry Magazine

*All levels receive sponsorship recognition with company name & logo projected during events, social media recognition & listing in convention program.

See next page for General Sponsorship Opportunities

GENERAL SPONSORSHIP OPPORTUNITIES

Deadline: May 31, 2022

Cow Boss: \$5,000 +

1-page b/w ad in one issue of CowCountry magazine (limit one)
1 full convention registration per \$1,000 of sponsorship

Buckaroo: \$2,500 +

1/2-page b/w ad in one issue of CowCountry magazine
1 full convention registration per \$1,000 of sponsorship

Wrangler: \$1000 +

1/4-page b/w ad in one issue of CowCountry magazine
1 day registration – Thursday or Friday

Drover: \$500 +

Business card-size ad in one issue of CowCountry magazine
2 tickets for Friday Evening Banquet

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TRADE SHOW BOOTH INFORMATION:

Exhibit space is on a first-come, first-serve basis.

You must pre-register to reserve a space.

Booth placement is determined by the order registrations are received.

All booths come with ONE Full Convention Registration

8" table - \$450 per table. Additional 8" table - \$100 per table

Please check our website to stay up to date with the schedule of events.

Setup time: Wednesday, June 8th from 1:00pm-5:00pm

Teardown time: Saturday, June 11th 7:00am-1:00pm



Wyoming Stock Growers Association
Wyoming Cattle Industry Convention & Trade Show
JUNE 8-11, 2022 - 150TH ANNIVERSARY CELEBRATION - CHEYENNE, WY

SPONSORSHIP FORM

Contact Name: _____

Company Name: _____

Phone/Fax: _____ E-mail address: _____

Address: _____

I am enclosing my company logo I am emailing my company logo to info@wysga.org

SPONSORSHIP LEVELS*

- | | | |
|-----------|-----------|--|
| Cow Boss: | \$5,000 + | <ul style="list-style-type: none">• 1-page b/w ad in one issue of <i>CowCountry</i> magazine (limit one)• 1 full convention registration per \$1,000 of sponsorship |
| Buckaroo: | \$2,500 + | <ul style="list-style-type: none">• 1/2-page b/w ad in one issue of <i>CowCountry</i> magazine• 1 full convention registration |
| Wrangler: | \$1000 + | <ul style="list-style-type: none">• 1/4-page b/w ad in one issue of <i>CowCountry</i> magazine• 1 day registration – Thursday or Friday |
| Drover: | \$500 + | <ul style="list-style-type: none">• Business card-size ad in one issue of <i>CowCountry</i> magazine• 2 tickets for Friday Evening Banquet |

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Please indicate the amount you would like to sponsor:

Cow Boss \$ _____ Buckaroo \$ _____ Wrangler \$ _____ Drover \$ _____

I Would Like to Designate My Sponsorship Toward:

Wednesday Day Sponsor _____ Thursday Day Sponsor _____ Friday Day Sponsor _____

Use as Needed _____ Registration Booth _____ Break Sponsor _____

*Please contact the WSGA Office for specific events sponsorships – i.e. parade, banquet, rodeo, etc.

To ensure listing in the convention program, please return completed form, payment & logo by **May 31, 2022** to info@wysga.org - or - mail to: P.O. Box 206 - Cheyenne, WY 82003