

Growing Herds – Building Markets



BIG SKIES, BRIGHT HORIZONS
**INTERNATIONAL
BISON CONFERENCE**
JULY 2017

Sponsorship
Opportunities
Build Visibility
& Growth

A Shared Vision

- Continue to restore bison to North American rangelands through a market-based approach that connects customers with ranchers.



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What is the IBC?

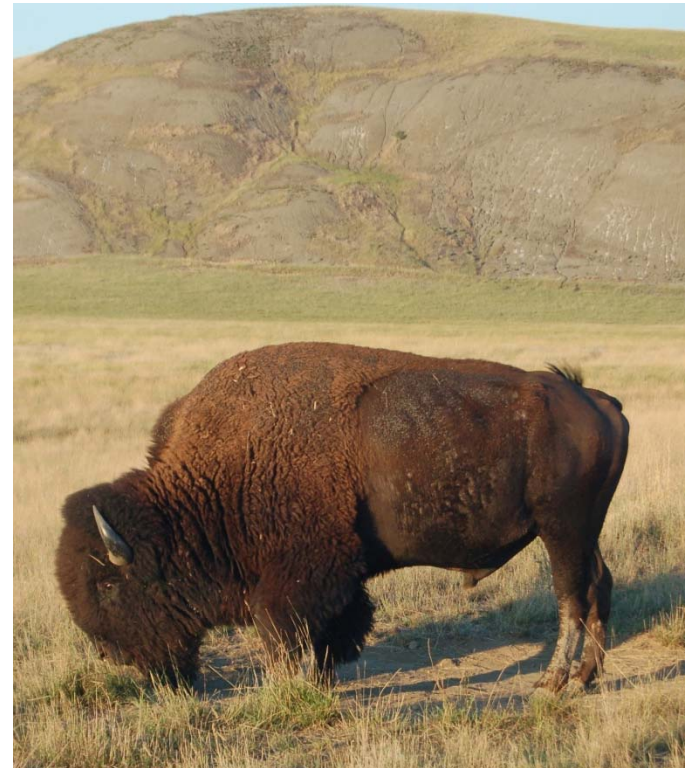
- Bison ranchers, marketers and enthusiasts from around the world gather every 5 years to celebrate current success, and to plan future growth.
- IBC is the major gathering of the international bison community.
- U.S. hosts the IBC once each decade.



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Who attends?

- Roughly 600 attendees from the United States, Canada, and up to 10 other foreign countries.
- IBC brings together industry leading ranchers and marketers.
- Chefs and retail buyers
- 2007 IBC (the most recent in the U.S.) included *New York Times*, *USA Today*, *Men's Health*, and other national media.



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Benefits of Sponsorship

- Visibility for your company with key industry leaders from North America.
- Networking opportunities with ranchers, processors and marketers.
- Potential exposure via national media outlets.
- Demonstrates your support for building the supply of bison meat and related products.



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SPONSORSHIP
OPPORTUNITIES

**LEWIS & CLARK
PRESENTING
SPONSOR
\$25,000**



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Presenting Sponsorship Benefits

- Recognition as *Official Presenting Sponsor* in the conference program distributed to all attendees, members of the media, the culinary community and universities.
 - Includes front cover logo and full page, full color ad on the back cover.
- Recognition as *Official Presenting Sponsor* on banner in convention foyer, and on the backdrop used for all of our Keynote presentation sessions.



Presenting Sponsorship Benefits (Cont.)

- Links to your on the website of the National Bison Association, Canadian Bison Association and IBC2017.com.
- Pre- and post-conference banner ads in the NBA and CBA Weekly Updates (email news blast).
- Prominent recognition on NBA Facebook page and all other association social media outlets.



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Presenting Sponsorship Benefits (Cont.)

- Full-page sponsor recognition ad in the *Bison World* and *Smoke Signals* magazines.
- Recognition in the post conference resource materials distributed to all attendees, universities and organizations throughout Canada and the U.S.
- An opportunity to address one of the conference keynote sessions.
- 8 x 10 booth at the conference trade show, complete with electricity, draping and two 6' tables.



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**CHARLES
RUSSELL
SPONSORSHIP
- \$15,000**



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PABLO ALLARD SUSTAINING SPONSORSHIP - \$10,000



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Pablo Allard Level Benefits

- Listing as an *IBC Sustaining Sponsor* in the conference program and in all other materials throughout the conference.
- Recognition on a 3' x 5' banner in convention foyer.
- Links to your company on the websites of the National Bison Association, Canadian Bison Association and IBC2017.com.
- Banner ad in the NBA and CBA email Weekly Updates.
- Prominent recognition on NBA Facebook and all other association social media outlets.



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Pablo Allard Level Benefits (Cont.)

- 8 x 10 booth at the conference trade show, complete with electricity, draping and two 6' tables.
- One full page ad in the conference program.
- Prominent mention in a convention full-page sponsor recognition ad in the *Bison World* and *Smoke Signals* magazines.





**TRAILBLAZER
SPONSOR
\$5,000**



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Trailblazer Sponsorship Benefits (Cont.)

- Listing as an *IBC Trailblazer Sponsor* in the conference program, and all other program materials throughout the conference.
- Recognition with fellow Trailblazer Sponsors on a 3' x 5' banner in the convention foyer.
- Links to your company on the websites of the National Bison Association, Canadian Bison Association and IBC2017.com.
- Banner ad in the NBA and CBA Weekly Updates (email news blast).
- Recognition on NBA Facebook and all other association social media outlets.
- One half page ad in the conference program.
- Prominent mention in a convention sponsor recognition ad in the *Bison World* and *Smoke Signals* magazines.



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ADDITIONAL SPONSORSHIP OPPORTUNITIES



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Pioneer Sponsorships - \$2,500

- Listing as an *IBC Pioneer Sponsor* in the conference program and all materials throughout the conference.
- Recognition with other fellow Pioneer Sponsors on the 3' x 5' banner in the convention foyer.
- Links to your company on the websites of the National Bison Association, Canadian Bison Association and IBC2017.com.
- Recognition in a banner ad in the NBA and CBA Weekly Email Updates.
- Recognition on NBA social media outlets.
- One business card ad in the official conference program.
- Prominent mention in a convention sponsor recognition ad in the *Bison World* and *Smoke Signals* magazines.



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Friend of the IBC Sponsorships - \$1,000

- Listing as a *Friend of the IBC* Sponsor in the conference program and all materials throughout the conference.
- Recognition on a Friends of the IBC sponsor board at the IBC registration booth throughout the conference.
- Links to your company on the websites of the National Bison Association, Canadian Bison Association and IBC2017.com.
- Recognition in a banner ad in the NBA and CBA Weekly Updates, and in the NBA social media outlets.
- Recognition in a convention sponsor recognition ad in the *Bison World* magazine.



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Convention Activity Sponsorships

- Breakfast Sponsor - \$5,000 each
 - Three available
 - Prominent signage at the event
- Conference Bag Sponsor - \$4,000
 - Prominent logo on conference registration bag



All include recognition in *Bison World*, *Smoke Signals*, Weekly Updates and social media

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Convention Activity Sponsorships

- Lanyard Sponsor - \$3,000
 - Your logo on all lanyards distributed with name badges
- Coffee sponsors - \$2,000 each
 - Three available
 - Prominent signage at each sponsored break



All include recognition in *Bison World*, *Smoke Signals*, Weekly Updates and social media

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