



WISCONSIN CATTLEMEN'S ASSOCIATION

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wisconsincattlemen.com

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Dear Potential Sponsor:

The Wisconsin Cattlemen's Association (WCA) is the voice of the Wisconsin cattle producer. Through our legislative efforts in Madison, we continue to represent and protect the beef producer's best interests. Our beef industry promotion and consumer outreach allow educational and factual information to be delivered to retail locations and households, which helps increase beef demand. We also work with several youth organizations to develop and mentor youth as future beef industry ambassadors. Our membership and Board of Directors work daily to keep beef demand strong in Wisconsin and the entire country.

Through your partnership with WCA, you are demonstrating your commitment to beef producers in Wisconsin and investing in the future of the beef industry. The investment you provide through dues and sponsorships goes directly back to the producers in the forms of education, leadership development, and legislative efforts at the Capitol. The members of WCA are strongly encouraged to support our sponsors' participation by utilizing their products and services.

We have revised the sponsorship benefits and levels to add more value to your sponsorship. These benefits are laid out under each sponsorship level on the attached form. Furthermore, sponsors will have their name and logo appear on all WCA activities for the entire year, including: Winter Conference, Summer Tour, Steak Trailer events, Cattle Trails newsletters and the WCA website. Should any further sponsorship events or activities occur throughout the year, WCA will contact your company to discuss any sponsorship involvement. We also encourage our sponsors to invite producers to WCA events that have not attended in the past.

As a valued sponsor, we will provide recognition for your efforts and look forward to partnering with you in 2020. If you would like to participate in 2020 Winter Conference, please send in your sponsorship commitment by February 3, 2020. The 2020 Winter Conference program information is now posted on <https://www.wisconsincattlemen.com/events/winter-conference>.

We have included information on our WCA events and sponsorships. Should you have any questions, please reach out to WCA President Eric Johnson.

Sincerely,

Eric Johnson
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Matt Ludlow
WCA President Elect
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WCA Events and Programs

**We encourage to you go to our website to find more current information about WCA.
www.wisconsincattlemen.com**

Legislation

Through our legislative efforts in Madison, we continue to represent and protect the beef producer's best interests. WCA's lobbying efforts give cattle producers a voice and access to the Capitol. Our political involvement makes a bold statement. It tells our elected officials that WCA is committed to the future and sustainability of a viable beef industry in Wisconsin, and that we will speak on behalf of and protect the best interests of our organization.

Winter Conference

This year's Winter Conference will be held February 21-22, 2020 at Chula Vista Resort in Wisconsin Dells. This year, we are welcoming the addition of the UW-Extension Beef and Dairy Well-being Conference to the program on February 21. We also host this conference with the Wisconsin Hereford and Wisconsin Shorthorn Associations' Annual meetings. The conference features a tradeshow, educational program, legislative update and opportunities to network with fellow cattlemen.

WCA Summer Tour

WCA has hosted two successful summer tour events in 2018 and 2019. We plan to announce the dates and locations of our 2020 tour at Winter Conference. This tour is designed to showcase our great Wisconsin beef cattle operations and provide fellow cattlemen a chance to network and learn from other producers.

Steak Trailer

The WCA steak trailer is seen by millions of people at the WPS Farm Show, Midwest Horse Fair, Wisconsin State Fair, World Beef Expo, and World Dairy Expo. There is no better way to promote beef than with a ribeye, which is an excellent source of high-quality protein in a low-calorie, nutrient-rich package. Not surprisingly, the highlight of the steak trailer menu is the ribeye steak sandwich, of which thousands are served and enjoyed every year. The steak trailer will feature a prominent sponsor recognition sign to greet the visitors at all its 2020 events.

Supporting Youth and the Beef Industry

Annually, WCA sponsors many different awards and events for the Wisconsin beef industry and especially young people with an interest in the beef industry, including:

- Ten scholarships given out each spring to high school seniors
- Sponsorship of the Wisconsin FFA Beef Production Proficiency Awards
- Wisconsin State Fair sponsor
- World Beef Expo sponsor
- Travel grants to students attending cattle-related programs
- Scholarship for young cattlemen to attend NCBA

