



Dear future Wisconsin Cattlemen's Association Sponsor,

This organization is the voice of the Wisconsin cattle producer and we are seeking 2025 sponsors for our organization. Through our legislative efforts at the capitol in Madison, we continue to represent and protect the beef industry's best interests. As the result of generous support for WCA, our sponsors help invest in the future of Wisconsin's beef industry.

The past year was highly active legislatively, with WCA engaging on key issues, including:

- Securing increased funds for the Agriculture Road Improvement Program to upgrade rural roads and bridges.
- Encouraged additional funds to strengthen DATCP's Producer-led Watershed grant program for nonpoint source pollution abatement projects.
- Advocating for increased cover crop insurance premium rebates which are planted followed by an insurable crop.
- Supporting the legislation requiring any food product containing cultured animal cells or tissue to be labeled as containing lab-grown animal cells.

We appreciate your consideration of sponsorship in 2025. As in the past, sponsors will have their name and logo promoted at all WCA activities for the entire year, including the Winter Conference, Summer Tour, and all Steak Trailer events, within the digital and print versions of the Cattle Trails newsletter, and on the WCA website. As a valued sponsor of WCA, we hope this will gain you more recognition for your efforts with Wisconsin beef and dairy producers and we look forward to partnering with you in 2025. Below you will find a breakdown of our sponsorship levels. If you choose to mail in your 2025 Sponsorship Form with a check, a copy is attached. We are also able to process your sponsorship online, please [click here](#).

## **2025 WCA Sponsorship Levels**

### **All Sponsorship levels will receive the following:**

- Company logo displayed on website year-round
- Signage displayed at WCA events (Steak Trailer, Winter Conference, Summer Tour)
- Company logo displayed in Cattle Trails Newsletter (digital and print version)
- Digital Subscription to quarterly Cattle Trailers Newsletter

### **Prime: \$1,000**

- 2 complimentary registrations for Winter Conference & Summer Tour
- Include 1 item/handout in the Summer Tour attendee bag
- 1 complimentary ¼ page advertisement in one Cattle Trails issue of your choice.

- 1 mention on social media highlighting your business (website, logo, brief description)

**Choice: \$500**

- 1 complimentary registration for Winter Conference & Summer Tour
- Include 1 item/handout in the Summer Tour attendee bag
- 1 mention on WCA social media with other choice sponsors (logos only)

**Select: \$250**

- Choice of sponsorship of one of the annual awards given by WCA (name on plaque)
  - BQA (Beef Quality Assurance), Environmental Stewardship, Friend of WCA, Cattlemen of the Year
- 1 mention on WCA social media with other select sponsors (logos only)

After your sponsorship is received, WCA staff will reach out to collect your logo and applicable sponsorship benefits for each level. We appreciate your contribution and support of our efforts at the Wisconsin Cattlemen's Association.

\*\* Please note our sponsorship year starts January 1st, 2025. Please have your company logo to us by 2/1/25 to be printed on our 2025 event materials.

We would love the opportunity to explore how we can work together to make this partnership a success. Please let us know if you have any questions. Thank you for considering this opportunity.

Warm regards,



WCA President, Tressa Lacy  
Rio, WI



WCA President Elect, Jared Geiser  
Chilton, WI



WCA Past President, Brady Zuck  
Ladysmith, WI



To promote the Wisconsin beef business through advocacy, leadership, and education.

## **2025 WCA Events and Programs**

### **Legislation**

Through our legislative efforts in Madison, we continue to represent and protect the beef producer's best interests. WCA's lobbying efforts ensure cattle producers have their voices heard at the Capitol. Our political involvement shows our commitment to the future and sustainability of a viable Wisconsin beef industry. WCA is the organization that will speak for and protect the best interests of our beef industry.

### **Winter Conference**

We are excited to announce the return of the WCA Winter Conference. On February 22nd, 2025, cattle producers from across the state will gather for education speakers, legislative updates, and networking. We will hold our annual meeting in conjunction with the event.

### **Summer Tour**

Planning is underway for the 2025 WCA Summer Tour, which will take place on June 28<sup>th</sup>. The tour stops in southeastern Wisconsin will provide attendees with exposure to diverse operations in different sectors of the beef industry. We look forward to having WCA members together to tour industry-leading operations, meet fellow producers, and hear from leaders in the beef industry. Four annual awards will be given.

### **Steak Trailer**

The WCA Steak Trailer serves thousands of customers at the WPS Farm Show, Midwest Horse Fair, Wisconsin State Fair, and World Dairy Expo. The highlight of the steak trailer menu continues to be the ribeye steak sandwich, with thousands served and enjoyed every year. The steak trailer will feature a prominent sign to greet the visitors throughout their 2025 events.

### **Supporting Youth and the Beef Industry**

Annually, WCA sponsors many different awards and events for the Wisconsin Beef Industry and especially its youth, including:

- Five scholarships given out each spring to high school seniors
- Travel grants to students attending cattle-related educational opportunities
- Scholarship for young cattlemen to attend NCBA Annual Convention
- Wisconsin Beef Leadership Institute

***We encourage you to go to our website to find more current information and events.***

**[www.wisconsincattlemen.com](http://www.wisconsincattlemen.com)**