



WISCONSIN CATTLEMEN'S ASSOCIATION

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March 8, 2021

Dear Future WCA 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 industry's best interests. When COVID-19 caused significant disruptions to our industry, WCA stayed engaged at the Capitol, ensuring the beef industry was included in COVID relief efforts and our beef supply chain remained intact. Through your support for WCA, you have helped our efforts to invest in the future of Wisconsin's beef industry.

We understand that 2020 was a challenging year for all organizations, with the inability to hold meetings and conferences leaving us all feeling less connected. While we made the difficult decision to cancel our annual Winter Conference, we are proceeding with plans for our 2021 WCA Summer Tour, which will be held on June 26, 2021, in the Madison area.

We have revised our sponsorship opportunities to reflect the change in activities. We appreciate your consideration of sponsorship this year of the organization and our activities. As in the past, sponsors will have their name and logo promoted at all WCA activities for the entire year, including Summer Tour, Steak Trailer events, Cattle Trails newsletter, WCA Facebook page feature, and the WCA website.

As a valued sponsor, we hope this will gain you more recognition for your efforts and we look forward to partnering with you for 2021. Enclosed, please find a copy of the 2021 Sponsorship Form or you can go to our website at <https://www.wisconsincattlemen.com/about-wca/sponsors>.

Sincerely,

Matt Ludlow
WCA President
608-632-1607
mludlow@gmail.com

Brady Zuck
WCA President Elect
715-415-9131
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WCA Events and Programs

We encourage to you go to our website to find more current information about WCA.

www.wisconsin cattlemen.com

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.

WCA Summer Tour

Planning is underway for the 2021 WCA Summer Tour, which will take place on June 26th in the Madison area. Current planned stops include a purebred Angus operation, cattle feeding operation, and a direct beef marketing operation. We look forward to having WCA members back together to tour industry leading operations, meet fellow producers, and hear from leaders in the beef industry.

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. The highlight of the steak trailer menu is the ribeye steak sandwich, where thousands are served and enjoyed every year. The steak trailer will feature a prominent sign to greet the visitors throughout their 2021 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:

- Ten scholarships given out each spring to High School Seniors
- Sponsor 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 Annual Convention

