

Sponsorship Program

Thank you for your interest in the Beef Reproduction Task Force including the Applied Reproductive Strategies in Beef Cattle (ARSBC) annual meeting. We now offer multiple options for sponsorship. Metrics of our online presence follows the description of options.

Annual Sponsorship Options (August 2023 to August 2024)

2023 ARSBC – in person meeting Sept. 6 and 7 in Cheyenne, WY.

Spring 2024 Webinar Series – 6 monthly webinars from January to June.

Diamond level - \$5,000

- Inclusion of company logo on BRTF website front page, under Diamond level sponsor designated area with link to sponsor website.
- Sponsorship acknowledgement and logo displayed during all webinars in the Spring.
- One Facebook and Twitter post in acknowledgement of sponsorship during the Fall semester.
- Access to email listserv of BRTF webinar and ARSBC attendees that opt-in to receive communication from sponsors (over 8,000 contacts).
- Logo on 2023 ARSBC webpage under Diamond level sponsor designated area and during the meeting breaks, displayed by itself with no other sponsor logos on the same slide. Booth at the 2023 ARSBC.
- Option to introduce one ARSBC speaker by a sponsor representative.
- 2 meeting registrations to the 2023 ARSBC.

Platinum level - \$3,000

- Inclusion of company logo on BRTF website page, under Platinum level sponsor designated area with link to sponsor website.
- One Facebook and Twitter post in acknowledgement of sponsorship during the Fall semester.
- Logo on 2023 ARSBC webpage, under Platinum level sponsor designated area and during meeting breaks, displayed by itself with one other sponsor logo on the same slide. Booth at 2023 ARSBC.
- 1 meeting registration to the 2023 ARSBC.

Gold level - \$2,000

- Inclusion of company logo on BRTF website, under Gold level sponsor designated area.
- Logo on 2023 ARSBC webpage and during meeting breaks, displayed with all Gold level sponsor logos on the same slide. Booth at 2023 ARSBC.
- 1 meeting registration to the 2023 ARSBC.

ARSBC sponsorship only

Silver level - \$1,000

- Logo on ARSBC webpage and during webinar breaks, displayed with other Silver level sponsor logos on the same slide. Booth at 2023 ARSBC.
- 1 meeting registration to the 2023 ARSBC.

Other Sponsorship Opportunities

BRTF Leadership Team annual meeting and dinner - \$2,000

The Leadership Team includes representatives from all major bovine genetic companies, animal health industry and allied industries. The meeting happens the day before ARSBC and includes discussion on BRTF business, membership, changes to protocol sheets, content of webinars and other business.

Service to Industry Awards - \$1,000 per awardee (two per year)

Recognizes outstanding contributions by those working in the AI industry towards the application or increased use of AI and estrus synchronization by beef producers. Two categories: outstanding veterinary practice and outstanding AI service technician.

ARSBC James W. Lauderdale Scholars - \$500 per scholar (five per year)

Graduate students enrolled in animal science or veterinary programs that are selected to present their research poster at ARSBC. Sponsorship supports cost of attending the ARSBC for one scholar.

Metrics of BRTF online presence

www.beefrepro.org - Since October 2020, a total of over 82,000 website visits and 26,000 new users, from 129 different countries. The BRTF protocol sheets have been downloaded over 19,000 times.

www.facebook.com/beefrepro - Since October 2020, a total reach of 120,961 single views and over 3,700 followers (79% audience from USA, followed by Mexico 4%, Canada 2.6%, Brazil 2.4%, and Australia 1%). Average post has over 2,000 engagements, with Spring webinar series posts reaching over 40,000 engagements.

www.twitter.com/beefrepro - Since October 2020, 328 followers, total of over 26,500 accumulated views, and a 11% average engagement.

www.youtube.com/channel/UCLpZWNMIXm83qfMU-kqu_uA - Since November 2020, 837 subscribers, over 23,000 total channel views, over 164,000 impressions (video suggestions from YouTube searches), audience from 22 countries (40% of audience is from the USA).

2021-2022-2023 Spring BRTF Monthly Webinars – Total of over 550 registrations in average for each webinar, over 250 participants live, from 52 different countries.

2020 ARSBC virtual meeting - Total of 3,051 registrations from 31 countries, 2,497 participants, and record of 526 concurrent views during webinar.

2021 ARSBC virtual meeting - Total of 3,051 registrations from 31 countries, 2,497 participants, and record of 526 concurrent views during webinar.

2022 ARSBC, San Antonio, TX - 183 registered participants. 12 Veterinary (RACE) and Animal Science (ARPAS) CE credits offered.



Print Form

Sponsorship Form Beef Reproduction Task Force

Sponsor Questions:

Vitor R.G. Mercadante
Virginia Tech
Office: (540) 231-9153
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Shelby L. Rosasco
University of Wyoming
Office: (307)766-2329
Cell: (209)753-8227
srosasco@uwyo.edu

**Return Completed Form and Payment
by mail to:**

Beef Reproduction Task Force
c/o Natl Assn of Animal Breeders
Attn: Donna Craig
8413 Excelsior Drive, Suite 140
Madison, WI 53717
(608)827-1526

by email to:

Donna at
dcraig@naab-css.org

by fax to:

Attn: Donna Craig
(608)827-1535

Meeting Website:

www.beefrepro.org
@beef_repro

Billing Contact

Name

Company

Address

City State Zip

Phone

Email

Sponsor Website

Sponsorship Levels

See full descriptions on attached page

Diamond Sponsorship - \$5,000 Annual \$

Platinum Sponsorship - \$3,000 Annual \$

Gold Sponsorship - \$2,000 Annual \$

Silver Sponsorship - \$1,000 ARSBC only \$

BRTF Leadership dinner - \$2,000 \$

Service to Industry Award - \$1,000/award Outstanding Vet AI Tech \$

James Lauderdale Scholars - \$500/scholar \$

TOTAL ----> \$

Payment Options

Check enclosed (payable to NAAB)

MasterCard VISA American Express

Card Number - - -

CVV/Security Code Expiration Date -

Name on Card

Billing Address (city, ST, zip)

Authorized Signature