

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 2024 to August 2025)

2024 ARSBC – in person meeting Sept. 4 and 5 in Athens, GA.

Spring 2025 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 2024 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 2024 ARSBC.
- Option to introduce one ARSBC speaker by a sponsor representative.
- 2 meeting registrations to the 2024 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 2024 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 2024 ARSBC.
- 1 meeting registration to the 2024 ARSBC.

Gold level - \$2,000

- Inclusion of company logo on BRTF website, under Gold level sponsor designated area.
- Logo on 2024 ARSBC webpage and during meeting breaks, displayed with all Gold level sponsor logos on the same slide. Booth at 2024 ARSBC.
- 1 meeting registration to the 2024 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 2024 ARSBC.
- 1 meeting registration to the 2024 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.

Marvin & Arlene Large - Pioneer Award - \$1,000

Established in 2017 to honor the impact of Marvin and Arlene Large who invented the breeding barn and facilitated the establishment of fixed-time AI in large groups of cattle. The award recognizes pioneers who had tremendous impact in the beef industry.

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.

ARSBC – 2022, TX - 183. 2023, WY - 198 participants. 12 Veterinary (RACE) and Animal Science (ARPAS) CE credits offered.



Print Form

Sponsorship Form
Beef Reproduction Task Force

Sponsor Questions:

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 pedrofontes@uga.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

<i>Diamond Sponsorship - \$5,000</i> Annual	\$	<input type="text"/>
<i>Platinum Sponsorship - \$3,000</i> Annual	\$	<input type="text"/>
<i>Gold Sponsorship - \$2,000</i> Annual	\$	<input type="text"/>
<i>Silver Sponsorship - \$1,000</i> ARSBC only	\$	<input type="text"/>
<i>BRTF Leadership dinner - \$2,000 Service</i>	\$	<input type="text"/>
<i>Awards - \$1,000/award</i> Outstanding Vet AI Tech Pioneer Award	\$	<input type="text"/>
<i>James Lauderdale Scholars - \$500/scholar</i>	\$	<input type="text"/>
TOTAL ---->	\$	<input type="text"/>

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