

**MANITOBA SIMMENTAL ASSOCIATION**

**Box 274**

**Austin, MB ROH 0C0**

**Tel 204-637-2046**

**b2@inetlink.ca**

**www.mbsimmental.com**



AUGUST 24, 2020

The Manitoba Simmental Association (MSA) is a non-profit breed organization within the province of Manitoba. Our mandate is to promote the Simmental Cattle Breed within the province, and to represent our members in the cattle industry. We are also pleased to be able to support our provincial youth with scholarships and travel opportunities as well. We have a thriving and active member base and are proud to be part of the Canadian Simmental Association (CSA).

We are honoured to have been chosen to host the 2021 CSA National AGM and YCSA National Youth Simmental Show. This national event will run from July 21 – 25, 2021 in Portage la Prairie, MB. Portage has a wonderful agricultural facility at the Exhibition Ground on Island Park, and we have booked the Canad Inns as our host hotel. We look forward to hosting close to 200 producers, youth, and family members from across Canada.

We endeavor to showcase Manitoba to the rest of the country, and we are looking for partners like you to help us. As you know, hosting a national event of this caliber is a large task and we would like to offer you the opportunity to team up with us to make this a successful event.

**We have several sponsorship levels available for you, and these are specified in the attached outline. If there is another type of sponsorship that you may be interested in, please let us know.**

Not only is this week full of meetings, tours, dinners, and entertainment, but there is also a large youth cattle show included. The double slate of activities provides you with a large nationwide audience for your advertising dollars.

Please consider a sponsorship for this event, as you and your business will be showcased among some of the brightest and most innovative producers within the Simmental breed. If this is something that you would like to be involved in, please do not hesitate to contact our Secretary/Treasurer, Laurelly Beswitherick, at [b2@inetlink.ca](mailto:b2@inetlink.ca) or any of the board members. Contact info is listed on our website at [www.mbsimmental.com](http://www.mbsimmental.com).

Thank you for your time in considering this request and we look forward to hearing from you soon!

Sincerely,

*Tracey Wilcox*

Tracey Wilcox, MSA President

**President: Tracey Wilcox**

**Secretary/Treasurer: Laurelly Beswitherick**



**Manitoba Simmental Association**  
**Is proud to be hosting the Canadian Simmental Association AGM 2021**  
**& YCSA National Classic**  
**July 21 - 25, 2020**  
**Portage la Prairie, MB**

**SPONSORSHIP OPPORTUNITIES**

**BRONZE SPONSOR**

**\$200 to \$499**

- Bronze Sponsors will be listed on signage at the registration desk and in thank you advertising

**SILVER SPONSOR**

**\$500 - \$999**

- Logo and bio to be provided. Silver Sponsors will each be recognized as a class sponsor for the YCSA National Classic. Silver sponsors will be listed on signage at the registration desk and in thank you advertising.

**GOLD SPONSOR**

**\$1000 - \$1999**

- Logo and bio to be provided. Gold Sponsors will each be recognized as a class sponsor for the YCSA National Classic. Gold sponsors will be recognized on signage at the registration desk and on all event advertising. Gold sponsors will be given an opportunity to place promotional materials in the welcome packages, which will be handed out to all delegates. Gold sponsors will be allowed product display/placement at the host hotel and/or the exhibition grounds. Gold sponsors will receive two tickets to the Saturday banquet.

**PLATINUM SPONSOR**

**\$2000 - \$4999**

- Logo and bio to be provided. Platinum sponsors will be given the opportunity to become title sponsor of one of the weekend's events (ie: Friday evening dinner and entertainment, Thursday tour, Saturday gala banquet, YCSA Show). As a Platinum sponsor you will be given an opportunity to display signage throughout the event. Your logo will be prominent on signage at the registration desk as well as in all event advertising. Platinum sponsors will be given the opportunity to place promotional materials in the welcome packages, which will be handed out to all delegates. Platinum sponsors will be allowed product display/placement at the host hotel and/or the exhibition grounds. Platinum sponsors will be receive two tickets to the Saturday banquet.

**DIAMOND SPONSOR**

**\$5000 and up**

- Logo and bio to be provided. Diamond sponsors will be given the opportunity to become a title sponsor of one of the weekend's events (ie: Friday evening dinner and entertainment, Thursday tour, Saturday gala banquet, YCSA Show). As a Diamond sponsor you will be given an opportunity to display signage throughout the event. Your logo will be prominent on signage at the registration desk as well as in all event advertising. Diamond sponsors will be given the opportunity to place promotional materials in the welcome packages, which will be handed out to all delegates. Diamond sponsors will be allowed product display/placement at the host hotel and/or the exhibition grounds. Diamond sponsors will also have their logos on the YCSA show shirts as well as be given an opportunity to give a short address at the gala banquet on Saturday. Diamond sponsors will receive two tickets to the Saturday banquet.

**ALL SPONSORS WILL BE RECOGNIZED/LINKED TO ON THE MSA'S WEBSITE FOR THE PERIOD LEADING UP TO THE EVENT AND THOSE LINKS WILL REMAIN UNTIL DECEMBER 2021.**

**Please make cheques payable to:**  
**Manitoba Simmental Association**  
**Box 274**  
**Austin, MB R0H 0C0**