



goatexpo.com midwestbucksale.com youthgoatcamp.com

Goat Expo/Midwest Buck Sale LLC
PO Box 331
Vinita, OK 74301

January 10, 2024

Business Name
Owner's Name
Address
City, State, Zip Code

Dear Business/Breeder Owner,

I hope this letter finds you well. We are excited to invite you to support the Goat Expo and Midwest Buck Sale, a premiere goat industry event in the USA. This event is held annually at the Missouri State Fairgrounds in Sedalia, Missouri, and gathers all goat breeders and producers for a week of sharing industry information and staying up to date on exciting and new changes.

The Midwest Buck Sale, always held on the first Saturday in June, is the highlight of this event. But that's not all! There are two 3-day youth goat camps, one for market and one for dairy goats, providing invaluable knowledge and education to the future leaders of the goat industry. Additionally, there is a youth dairy wether championship show, junior and senior dairy doe shows, a valuable goat producer's course by Lincoln University, and a fantastic Boer Goat Course taught by industry experts.

The Goat Expo also proudly hosts the Boer Goat Congress, a national, supreme championship, for the Boer Goat, that showcases all colors of the Boer Goat breed, including the Kalahari Red and Savanna breeds. Alongside JABGA and ABGA sanctioned shows, you can also witness the Wether-Rama and Anything Does Market goat shows, as well as the Myotonic Goat Registry sanctioned shows Friday and Saturday.

This year, on Thursday, we have added an exciting 8-hour class on fiber dying and spinning, along with a full trade show on Friday and Saturday mornings. Moreover, the American Spanish Goat Association will host inspiring and educational speakers on Saturday morning, just prior to

the Midwest Buck Sale, which begins at 1pm and will be conducted by the professional auctioneer Pit Kemmer.

The Goat Expo will operate daily from 9 am to 4 pm, providing ample opportunities for showcasing your brand and products to a highly targeted audience. We are offering various sponsorship levels to suit your business needs and budget:

Platinum Sponsorship: \$1200

- FFA building 10'x10' indoor vendor booth
- Opportunity to speak to the audience about your product
- Advertisement banner on the event websites
- Full page ad in the sale catalog and both course and youth workbooks
- Logo on all promotional items and announcements during the shows
- Prime location arena banner (provided by sponsor, maximum size 3'x6')

Gold Sponsorship: \$800

- One 10'x10' vendor space outside of the FFA building, Sheep, or Swine Pavilion
- Advertisement banner on the event websites
- Half-page ad in the sale catalog and both course and youth workbooks
- Announcements during the shows
- Arena banner (provided by sponsor, maximum size 3'x6')

Silver Sponsorship: \$400

- Advertisement banner on the event websites
- Quarter page ad in the sale catalog and both course and youth workbooks
- Announcements during the shows
- One 10'x10' vendor space outside of the FFA building, Sheep, or Swine Pavilion

Youth Goat Camp Lunch Sponsor: \$500

- Advertisement banner on the event websites
- One third page ad in the sale catalog and both course and youth workbooks
- Announcements during the shows
- One 10'x10' vendor space outside of the FFA building, Swine or Sheep Pavilion

Buckle/Banner Sponsor: \$200

- Advertisement banner on the event websites
- One third page ad in the sale catalog and both course and youth workbooks

- Announcements during the events
-

We are proud to mention that the entry fees for the Youth Goat Camps are our support and a donation to the Missouri State Fair Foundation, earmarked for the new Goat Pavilion, to be built on the fairgrounds. We are a member of the Missouri State Fair Foundation and have been since the beginning of the MBS. This is our way of giving back to the goat community and particularly the fairgrounds that support the youth in so many ways. Proceeds from this event are donated each year in the names of the children who attend the youth goat camps. Additionally, a banner is created and hung during the youth shows at the Missouri State Fair, adding further visibility and recognition to our sponsors. Will you please sponsor our event today?

We value your support and believe that your partnership with us will provide significant exposure for your brand among the goat industry's key stakeholders. Together, we can make the Goat Expo and Midwest Buck Sale a tremendous success, fostering growth and progress in the goat industry.

We look forward to hearing from you soon and discussing the details of your sponsorship further. Please do not hesitate to reach out to us if you have any questions or require additional information.

Thank you for considering our sponsorship proposal. Your support will make a significant difference in the success of this event and the opportunities it provides to the goat industry.

Sincerely,

Eric Gates

(918) 944-3067
midwestbucksale@gmail.com

See Sponsorship form below. Print or email. midwestbucksale@gmail.com

Please fill out the form below to confirm your sponsorship level for the Goat Expo and Midwest Buck Sale: Email your logo to midwestbucksale@gmail.com

Checks Payable to Midwest Buck Sale and mail to PO Box 331 Vinita, OK 74301

If you would like to pay by credit card, we can send an invoice: a 4% fee is added to the total for fees incurred.

Business Name: _____

Owner's Name: _____

Is Contact Name the same? YES or _____

Address: _____

City: _____ State: _____ Zip Code: _____

Website: _____ Email: _____

Phone Number: _____ Cell: _____

Level of Sponsorship Wanted: Platinum – Gold – Silver – Youth Camp Lunch – Buckle/Banner

Additional Advertising in Sale Catalog: YES or NO

Full Page\$125. ___ Half Page\$80. ___ Third Page\$75. ___ Quarter Page\$65. ___ Business\$50. ___

Total Enclosed \$_____

Please sign: _____ Date: _____