Industry Partner Recognition Opportunities

Partnering Together for a Stronger Industry

	Diamond $50,000 +	**Platinum** $20,000 - $49,999	**Gold** $15,000 - $19,999	**Silver** $10,000 - $14,999	**Bronze** $5,000 - $9,999	**Supporter** $1,000 - $4,999
Video Feature	✓					
Choose topic for ASI Podcast episode*	✓					
Host webinar topic of choice*	✓	✓				
Convention event sponsorship (happy hour, break, lunch, etc.)	✓	✓				
One full-page magazine ad	✓	✓				
Quarterly social media spotlight	✓	✓				
Producer sponsorship to Annual Convention	✓	✓				
Special recognition at Annual Convention	✓	✓	✓			
Complimentary booth at Annual Convention Vendor Fair (5 available | first come, first serve)	✓	✓	✓			
Advertising on Annual Convention App	✓	✓	✓	✓		
One year of free service ads in American Sheep Magazine	✓	✓	✓	✓		
Complimentary ASI Annual Convention registrations	3 & hotel accommodations	3	2	2	1	
Annual convention recognition in programs, slides, and signage	✓	✓	✓	✓	✓	
ASI Weekly Newsletter banner recognition	✓	✓	✓	✓	✓	
Recognition on ASI website	✓	✓	✓	✓	✓	✓
Partnership recognition in Convention issue of American Sheep Magazine	✓	✓	✓	✓	✓	✓

Partnerships like yours allow us to grow our industry and advocacy initiatives.
Thank you for your consideration of becoming an Industry Partner with ASI – the sheep industry advocate since 1865.

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Industry Partner Benefit Descriptions:

Video Feature
Gain high-impact visual exposure through a professionally produced video feature highlighting your organization through producer stories. Videos will be utilized through ASI media channels, ASI Annual Convention, and given to the industry partner for organizational use.

Choose Topic for ASI Podcast
Drive the conversation on a dedicated episode of the official ASI Podcast, featuring a topic tailored to U.S. sheep producers. ASI will work with Industry Partners to select the industry subject matter expert and topic. Podcast topics must be producer-focused and a broad topic (like technology, nutrition, genetics, etc.) and not an ad for a specific product or company.
A la Carte: an industry partner may add a chosen podcast topic to their sponsorship package for $2,000.

Choose a Webinar Topic
Select a custom webinar topic, co-hosted and presented in collaboration with the ASI team. ASI will host the webinar through zoom for ASI members and stakeholders. The Industry Partner will have the opportunity to introduce the industry subject matter expert and moderate the Q&A portion of the webinar. Webinar must be producer-focused and a broad topic (like technology, nutrition, genetics, etc.) and not an ad for a specific product or company.
**A la Carte: an industry partner may add a hosted webinar to their sponsorship package for $3,000.*

Choice of Event Sponsorship
Showcase your organization during major gathering moments for U.S. sheep producers by hosting a key Annual Convention event of your choice, such as a Happy Hour, coffee refreshment break, snack break, or lunch. Diamond Industry Partners will have the opportunity to provide a brief commentary presenting the hosted event.
**A la Carte: an industry partner may add a hosted webinar to their sponsorship package. Price will be determined based on the location and food and beverage costs.*

Full-Page Magazine Ad
Maximize print visibility with one full-page ad in ASI's *American Sheep Magazine*, reaching a targeted audience of U.S. sheep producers and industry professionals.

Quarterly Social Spotlight
Maintain year-round digital engagement through dedicated quarterly social media features on ASI social channels that highlight your organization's support of sheep producers. Industry Partner will be tagged in social media posts where possible.

Producer Sponsorship to Annual Conference
Demonstrate community investment by sponsoring a producer to attend ASI's Annual Convention. Industry Partner may select a producer or customer of choice or select from a list provided by ASI.

Special Recognition at Annual Convention
Put your logo in front of the eyes of every Annual Convention attendee on high-visibility items like programs, pop-up banners and more.

One Year of Free Service Ads
Keep your business top-of-mind with a full year of complimentary service ads in *American Sheep Magazine* distributed to 8,000 U.S. sheep producers.

Complimentary Registrations to ASI Annual Convention
Send key team members or guests to Annual Convention with complementary passes. Diamond Industry Partners will also be provided with complementary hotel accommodations.
Industry partnership must be confirmed by December 1 prior to Annual Convention.

Advertising on Annual Convention App
Capture direct digital attention on attendees' mobile devices with strategically placed banner ads and messaging inside the official ASI Annual Convention app.

Annual Convention Recognition
Ensure prominent logo placement throughout ASI Annual Convention with your logo and name featured in printed programs and projected on-stage presentation slides.

ASI Weekly Banner Recognition
ASI Weekly is ASI's digital newsletter that is distributed to 9,000 ASI members and stakeholders weekly. Gain visibility of your support through logo placement on an Industry Partner banner.

Recognition on ASI Website
Boost your visibility and drive direct web traffic with continuous brand placement and a live link to your website on the ASI website.

Partnership Recognition in American Sheep Magazine
Receive Industry Partner recognition in the Annual Convention issue of *American Sheep Magazine*, ensuring reach our national producer network.

** Industry Partner benefits—particularly those involving physical print materials, signage, scheduled event promotions, or hotel accommodations—are time-sensitive and subject to strict production deadlines. Certain program benefits may be limited, modified, or unavailable depending on the date of the sponsorship agreement and the timely receipt of required partner assets. ASI will work to reasonably accommodate late commitments.*