



INTERNATIONAL **LIMOUSIN** **CONGRESS**

SPONSORSHIP PROGRAM

ILC SPONSORSHIP PROGRAM

International Limousin Congress 2018 is the world's premier gathering of Limousin breeders and Limousin enthusiasts since 1973.

ILC 2018 is hosted in a different country every two years and 2018's US location provides prime opportunities to connect your brand with attendees. Delegates from all over the world representing 26 countries, across five continents will be at ILC 2018. They are high-profile, well-established experts in the food and agri-business sector.

This is the perfect vehicle to exchange breed views, research, market and technical information. We would like to offer you the opportunity to be part of this important event through the ILC 2018 sponsorship program.

WHY SPONSOR?

ILC 2018 will be a "don't miss" opportunity to build networking relationships, accelerate sales, and maximize your visibility. This event will attract Limousin enthusiasts from home and abroad why not put your brand directly into their hands?



WHAT IS ILC?

The International Limousin Council is the world parent organization for Limousin Associations around the globe. Our objectives are:

- To represent the breed at an international level
- To promote the Limousin breed internationally
- To make available the results of research from around the world which relates to the Limousin Breed
- To work towards international genetic evaluation which will allow Limousins from around the world to be objectively compared
- To achieve common protocols for the exchange of genetic material
- To promote good relationships between Limousin breed associations from around the world
- To facilitate youth exchange programs
- To hold a world conference at regular intervals
- To foster friendship between Limousin breeders around the world

SPONSORSHIP BENEFITS

Being the first ILC hosted in the US since 1992, ILC 2018 will attract hundreds of Limousin enthusiasts from home and abroad.

It is your opportunity to showcase your products and services to this large gathering of the Limousin breeder community. Whatever your association with Limousin breeders and the overall industry, ILC 2018 has a sponsorship package that aligns with your objectives and offers a range of benefits that will help you grow your business...



- Meet Limousin breeders and Limousin enthusiasts interested in your products and services
- Build connections and accelerate opportunities through extensive networking
- Build brand awareness and visibility with delegates from all over the world, especially from Europe and Australia



TITLE SPONSOR

\$50,000 - 1 Opportunity

ILC Communications/ Advertising Opportunities

- Sponsor Logo on All ILC 2018 Communications
- Sponsor Logo on All 2018 NALF Bi-Monthly Newsletter (2,500 Circulation)
- Sponsor Logo on ILC Registration Website with link to Sponsor Website
- Sponsor Logo on ILC 2018 Program Book
- Sponsor Logo on AALF Show Program
- Sponsor Ad in Preferred Space in ILC Program Book
- Feature Story* in Tabloid Edition of Limousin Today (40,000 circulation) - *Story Provided by Sponsor
- Recognition on Signage at all ILC 2018 hotels
- Opportunity to Show Commercial* on Bus - *Commercial Provided by Sponsor
- Sponsor Logo on Banner at AALF
- Article* in ILC Program Book - *Article Provided by Sponsor

Opportunities in Relation to Delegate Items

- Sponsor Logo on ILC 2018 Name Badge Lanyards
- Sponsor Logo on ILC Pocket Program Name Badge Insert
- Sponsor Logo on ILC Hotel Key Packets
- Sponsor Logo on ILC Participant Backpack
- Approval for Promotional Insert* in Participant Backpack - *Collateral Provided by Sponsor
- Sponsor Logo'd Beer Koozie
- Sponsor Logo'd Lip Balm
- Sponsor Logo'd Reusable Waterbottle

Event Specific Opportunities

- Opportunity to Speak During Technical Session (15-20 minutes)

Exhibit Space Opportunities

- Exhibition Space at NJLSC & AALF (July 16-20)
- Table at Technical Session for Collateral* Display - *Collateral Provided by Sponsor

PLATINUM SPONSOR

\$25,000 - 3 Opportunities

ILC Communications/ Advertising Opportunities

- Sponsor Logo on All ILC 2018 Communications
- Sponsor Logo on All 2018 NALF Bi-Monthly Newsletter (2,500 Circulation)
- Sponsor Logo on ILC Registration Website with link to Sponsor Website
- Sponsor Logo on ILC 2018 Program Book
- Sponsor Logo on AALF Show Program
- Full Page Color Ad in ILC Program Book
- Feature Story* in Glossy Edition of Limousin Today (2,000 subscribers) - Story Provided by Sponsor
- Recognition on Signage at all ILC 2018 hotels
- Opportunity to Show Commercial* on Bus - *Commercial Provided by Sponsor
- Sponsor Logo on Banner at AALF

Opportunities in Relation to Delegate Items

- Sponsor Logo on ILC Pocket Program Name Badge Insert
- Sponsor Logo on ILC Participant Backpack
- Approval for Promotional Insert* in Participant Backpack - *Collateral Provided by Sponsor

Exhibit Space Opportunities

- Exhibition Space at AALF (July 20)
- Table at Technical Session for Collateral* Display - *Collateral Provided by Sponsor

GOLD SPONSOR

\$15,000 - 5 Opportunities

ILC Communications/ Advertising Opportunities

- Sponsor Logo on All ILC 2018 Communications
- Sponsor Logo on All 2018 NALF Bi-Monthly Newsletter (2,500 Circulation)
- Sponsor Logo on ILC Registration Website with link to Sponsor Website
- Sponsor Logo on ILC 2018 Program Book
- Sponsor Logo on AALF Show Program
- Half Page Color Ad in ILC Program Book
- Recognition on Signage at all ILC 2018 hotels
- Opportunity to Show Commercial* on Bus - *Commercial Provided by Sponsor
- Sponsor Logo on Banner at AALF

Opportunities in Relation to Delegate Items

- Sponsor Logo on ILC Participant Backpack
- Approval for Promotional Insert* in Participant Backpack - *Collateral Provided by Sponsor

Exhibit Space Opportunities

- Exhibition Space at AALF (July 20)



SILVER SPONSOR

\$10,000 - 10 Opportunities



ILC Communications/ Advertising Opportunities

- Sponsor Logo on All ILC 2018 Communications
- Sponsor Logo on All 2018 NALF Bi-Monthly Newsletter (2,500 Circulation)
- Sponsor Logo on ILC Registration Website with link to Sponsor Website
- Sponsor Logo on ILC 2018 Program Book
- Sponsor Logo on AALF Show Program
- Half Page Color Ad in ILC Program Book
- Recognition on Signage at all ILC 2018 hotels
- Sponsor Logo on Banner at AALF

Opportunities in Relation to Delegate Items

- Approval for Promotional Insert* in Participant Backpack -
*Collateral Provided by Sponsor



BRONZE SPONSOR

\$5,000 - 10 Opportunities

ILC Communications/ Advertising Opportunities

- Sponsor Logo on ILC Registration Website with link to Sponsor Website
- Sponsor Logo on ILC 2018 Program Book
- Sponsor Logo on AALF Show Program
- Half Page Color Ad in ILC Program Book
- Recognition on Signage at all ILC 2018 hotels
- Sponsor Logo on Banner at AALF

Opportunities in Relation to Delegate Items

- Approval for Promotional Insert* in Participant Backpack -
*Collateral Provided by Sponsor





OPENING CEREMONY SPONSOR

\$5,000 - 1 Opportunity

ILC Communications/ Advertising Opportunities

- Sponsor Logo on ILC 2018 Program Book
- Sponsor logo on AALF Show Program
- Sponsor Logo on Banner at AALF

Event Specific Opportunities

- Reserved Table at Opening Ceremony - for Up to 8 Guests
- Signage at Opening Ceremony
- Sponsor Logo printed on custom menu cards at Opening Ceremony
- Sponsor Logo printed on custom menu cocktail napkins at Opening Ceremony
- Welcome Address at Opening Ceremony

Exhibit Space Opportunities

- Exhibit Space at Opening Ceremony



CLOSING CEREMONY SPONSOR

\$5,000 - 1 Opportunity

ILC Communications/ Advertising Opportunities

- Sponsor Logo on ILC 2018 Program Book
- Sponsor logo on AALF Show Program
- Sponsor Logo on Banner at AALF

Event Specific Opportunities

- Reserved Table at Closing Ceremony - for Up to 8 Guests
- Signage at Closing Ceremony
- Logo printed on custom menu cards at Closing Ceremony
- Logo printed on custom menu cocktail napkins at Closing Ceremony
- Welcome Address at Closing Ceremony

Exhibit Space Opportunities

- Exhibit Space at Closing Ceremony

ADDITIONAL SPONSORSHIP OPPORTUNITIES

ITEM	# OPPORTUNITIES	COST
Full Page Color Ad in ILC Program Book	5	\$1,500
Half Page Color Ad in ILC Program Book	8	\$750
Quarter Page Ad in ILC Program Book	12	\$450
Opportunity to Show Commercial* on Bus - *Commercial Provided By Sponsor	4	\$2,000
Approval for Promotional Insert* in Participant Backpack - *Collateral Provided by Sponsor	Unlimited	\$500
Sponsored Snack Pack on Bus Ride	Unlimited	\$1,000
Sponsored Logo'd Sunscreen in Participant Backpack	2	\$3,000
Logo'd Sunglasses in Participant Backpack	2	\$4,000
Exhibition Space at NJLSC & AALF (July 16-20)	5	\$500
Exhibition Space at AALF (July 20)	5	\$250



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