



FISCAL YEAR 2023 PARTNERSHIP LEVELS & BENEFITS

Your support helps PLC reach thousands of ranchers and expand our impact across the West. We appreciate your continued partnership and welcome new relationships! As we look ahead, we are particularly excited to welcome your support for our 2023 events such as our 54th Annual Meeting and Legislative Conference!

These year-round sponsorship packages can be negotiated on a case-by-case basis. Sponsorship benefits will be provided from November 2022 through October 2023. Event-specific sponsorship perks, such as a hosted cocktail hour, can be added to your package. Please see 'Additional Sponsorship and Advertisement' on page 2.

For any and all inquiries, please contact Justyn Tedder at jtedder@beef.org to discuss additional sponsorship packages.

2023 Annual Sponsorship Packages

Gold PLC Partner: \$12,000

- General Recognition
 - Noted as a trusted partner of the Public Lands Council on the home page of the PLC website, all PLC publications (Daily Roundup, Weekend Roundup, Capital Issues), and the 2023 PLC Annual Report;
 - Special designation in Weekend Roundup publication for a "Sponsored Story" as part of the Weekend Roundup (i.e. Gold Partner to work with PLC staff to highlight business event);
 - One social media post per month via PLC's Instagram and Facebook accounts, totaling 12 posts per year (per channel);
 - Sponsorship highlights in PLC materials at tradeshow booths across the West;
 - PLC staff leadership to attend one in-person event of sponsor to build relationships, speak on specified topic/issues (if asked), and promote partnership (i.e. PLC Executive Director to attend Gold Partner's yearly event and sit on panel discussion);
 - Promotion amongst PLC affiliate membership of Gold Partner's related events, webinars, and workshops (i.e. boosting webinar invite via Weekend Roundup publication);
 - Industry exclusivity honored (i.e. PLC will not receive sponsorship from competing businesses within the same field of Gold Partner); and
 - Overall increased access to PLC affiliate membership through open dialogue conversations and meetings.
- Event Recognition & Benefits
 - Noted as a trusted partner of the Public Lands Council on Legislative Conference and Annual Meeting materials (programs, signage, etc.);
 - Mention of brand at opening and closing general sessions;
 - Full page ad in PLC Annual Meeting program and/or recognition as annual meeting sponsor on back cover of PLC Annual Meeting program (250 copies printed);
 - Logo recognition on all meeting signage;
 - Address attendees for up to 15 minutes during one of the general sessions (or showcase pre-session video display);
 - Opportunity to host workshop at 2023 PLC Annual Meeting;
 - Exclusive host of cocktail hour of choice;
 - Complimentary tradeshow booth;
 - Showcase your products through personalized promotional materials included in the registration bags given to each attendee (must provide product);

- Social Media recognition on PLC channels (Facebook, Twitter, Instagram) during the meeting; and
- Additional opportunities, as negotiated with PLC staff.

Silver PLC Partner: \$8,000

- General Recognition
 - One social media post every other month via PLC's Instagram and Facebook accounts, totaling 6 posts per year (per channel);
 - Sponsorship highlights in PLC materials at tradeshow booths across the West
 - PLC staff leadership to attend one in-person event of sponsor to build relationships and promote partnership (i.e. PLC Executive Director to attend Silver Partner's yearly event);
 - Promotion amongst PLC affiliate membership of Silver Partner's related events, webinars, and workshops (i.e. boosting webinar invite via Weekend Roundup publication);
 - Industry exclusivity honored (i.e. PLC will not receive sponsorship from competing businesses within the same field of Gold Partner); and
 - Overall increased access to PLC staff leadership through open dialogue conversations and meetings.
- Event Recognition & Benefits
 - Full page ad in PLC Annual Meeting program (250 copies printed);
 - Logo recognition in all meeting signage;
 - Address attendees for up to 10 minutes during one of the Annual Meeting general sessions (or showcase pre-session video display);
 - Complimentary tradeshow booth;
 - Showcase your products through personalized promotional materials included in the registration bags given to each attendee (must provide product);
 - Social Media recognition on PLC channels (Facebook, Twitter, Instagram) during the meeting; and
 - Additional opportunities, as negotiated with PLC staff.

Bronze PLC Partner: \$4,000

- General Recognition
 - One social media post per quarter via PLC's Instagram and Facebook accounts, totaling 4 posts per year (per channel);
 - Promotional material showcasing onsite at PLC's Washington D.C. office (i.e. informational brochures to be placed on lobby coffee table);
 - Promotion amongst PLC affiliate membership of Bronze Partner's related events, webinars, and workshops (i.e. boosting webinar invite via Weekend Roundup publication);
 - And overall increased access to PLC staff leadership through open dialogue conversations and meetings.
- Event Recognition & Benefits
 - ½ page ad in PLC Annual Meeting program (250 copies printed);
 - Logo recognition in all meeting signage;
 - Complimentary tradeshow booth;
 - Featured video played at the start of one general session;
 - Showcase your products through personalized promotional materials included in the registration bags given to each attendee (must provide product); and
 - Additional opportunities, as negotiated with PLC staff.

Individual Annual Meeting Sponsorship/Advertising Opportunities

(Available to current and new sponsors)

For events: All materials/programming of the event will be managed via PLC staff with coordination from sponsor.

General Meeting Sponsorship: \$1000

Meeting-specific benefits: Full page ad, logo on all distributed materials, one tradeshow booth, distribution of promotional materials in registration bag, and listed as sponsor on registration website and PLC event marketing.

2nd Annual Range Reels Reception: \$2,500

Be the exclusive host of our 2nd Annual Range Reels Reception.

Final Friday Luncheon: \$2,000 (Exclusive to one sponsor)

Host the final luncheon of the week, scheduled between the closing session and general business meeting.

Final Night Dinner Banquet: \$3,000 (Exclusive to one sponsor)

This lively event will be the week's pinnacle banquet & social hour, the live auction is just the cherry on top!

Event Program

Full page ad: \$200

Half-page ad: \$100

Quarter-page ad: \$50

Tradeshow Booth/Materials

Full table: \$400

Distribution in registration bag: \$100 *and* products to include (must be mailed directly to venue)

Social Media Partnership

Joint Giveaway/Sweepstakes: \$500

Full social media campaign on a PLC social channel of choice (Facebook or Instagram) to give away prize(s) amongst followers and increase brand awareness.

Pre-Session Video Display

Session Intro: \$500 (maximum of 3 video display purchases)

5-minute video introduction before one general session begins.