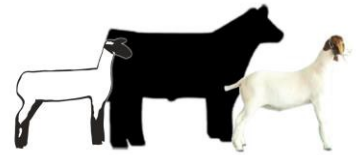


Michigan Junior Livestock Society



www.mijrlivestocksociety.com

Dear Agriculture and Youth Enthusiast,

The Michigan Junior Livestock Society (MJLS) is an organization that is devoted to the development of the youth and their commitment to the beef, sheep, goat, and swine industries. It is our objective to cultivate youth to assume leadership roles as well as give them the opportunity to interact with other youth and exhibit their livestock projects.

The 34th annual MJLS Winter Classic will be held December 8-10, 2017. The event will host more than 800 exhibitors and more than 1000 head of prospect steers and heifers at the MSU Pavilion in East Lansing.

Participation at the Winter Classic is open to any youth age 7 to 21 who is a Michigan resident. It is not only an event where they can exhibit their cattle, but also participate in various contests. In the ring they can take part in showmanship and the U-Fit contest. In the classroom, we offer a herdman's quiz, photography, poster and graphic design contests. By offering these contests it allows all youth present to become well rounded individuals with the opportunity to excel in and out of the ring.

In 2016, MJLS gave over \$20,000 back to the exhibitors in premiums, almost \$12,000 in awards, two luncheons and each exhibitor received gifts. Each year we honor at least three individuals that are continuing their education beyond high school with scholarships funds. In 2016 four individuals were awarded \$500 scholarships to assist with furthering their education.

An event of this caliber requires the assistance of many volunteers and businesses to be successful. Because our goal is to not only offer an event for the youth, but to give back to them, the expense is substantial. At this time, we would like to ask for your involvement in the 2017 Winter Classic. With your generous contributions, MJLS will be able to continue to provide an exceptional event to promote the juniors through awards, premiums, contests, and scholarships.

A variety of sponsorship levels, types, and exhibit booths are available that are sure to fit your budget. Please see the enclosed contract and brochure for sponsorship options. Due to the limited space in the concourse, we will be providing space to our returning sponsors first. If you are interested in this space. Please complete the attached form and return by October 31. After October 31 we will make consideration of new vendors. All contracts and fees must be received by October 31 for consideration.

On behalf of the junior exhibitors and the Michigan Junior Livestock Society, thank you for taking the time to consider this great opportunity to promote the future; **our youth!** If you have any questions, please feel free to contact us. We look forward to working with you at the 2017 Winter Classic!

Sincerely,

Stacy Risinger
MJLS Director and Winter Classic Co-Chair
989-494-2916

Carla McLachlan
MJLS Winter Classic Chair
517-242-2395
Carla@Lakesideshorthorns.com

2017 MICHIGAN JUNIOR LIVESTOCK SOCIETY WINTER CLASSIC SPONSORSHIP OPPORTUNITIES

Backdrop Sponsor \$500

- Banner or sign in picture backdrop
- Advertisement in all publications pictures are sent.
- Heifer or Steer day

Event Sponsor \$2500

- Award sponsor for a division
- 2 Banners (1 in ring, 1 in facility)
- Advertising at the show and on website
- 10 x 10 booth space at event
- Meal provided to the juniors

Ring Sponsor \$250

- Banner at ring side as promotion of your farm or business
- Present at ring side from Friday to Sunday for the duration of event.

Day Sponsor \$1000

- Award sponsor for a division
- 2 Banners (1 in ring, 1 in facility)
- Advertising at the show and on website
- 10 x 10 booth space at event
- Available Friday, Saturday or Sunday

Top Five Sponsor \$150

- Sponsor 1 of the top five Steer, Owned Heifer or Bred & Owned Heifer awards
- Choose from Champion, Reserve, 3rd, 4th or 5th overall

Show Sponsor \$500

- Award sponsor for a division
- 1 Banners hung at ring side
- Top Five Sponsor
- Advertising at the show and on website

Division Sponsor \$100

- Sponsor of a Champion and Reserve division in the show.
- All request will be honored on a first come, first serve basis.

Chin Up Sponsor

- 160 of any product or item valued at \$10 or more that will be given to an exhibitor in each class that could use the support
- Banner hung at ring side
- Advertising at show and on website

Label Sponsor \$100

- Upon your request, MJLS will provide you with a mailing list of all the 2016 Winter Classic exhibitors
- Sponsor of Champion and Reserve division

Gift Sponsor

- 820 of any product or promotional item that will be given to each exhibitor
- Advertising at show and on website

10 x 10 Booth Space \$200

- 10 x 10 foot commercial exhibit booth will be provided for your display.
- A discounted rate of \$150 for each additional 10 x 10 needed

20 x 40 Booth Space \$750

- 20 x 40 foot commercial exhibit booth will be provided for your display

2017 MJLS WINTER CLASSIC SPONSORSHIP CONTRACT

COMPANY NAME _____
 CONTACT NAME _____
 TITLE _____
 ADDRESS _____
 CITY, STATE, ZIP _____
 PHONE _____
 E-MAIL ADDRESS _____
 PRODUCT TO BE EXHIBITED _____

December 8, 9 & 10, 2017
MSU Pavilion for Agriculture
& Livestock Education
East Lansing, MI

SPONSORSHIP OPTIONS

(Please refer to brochure for details of each package)

- _____ EVENT SPONSORSHIP PACKAGE- Two Available @ \$2,500 each \$ _____
- _____ DAY SPONSORSHIP PACKAGE- Three Available @ \$1,000 each \$ _____
- _____ SHOW SPONSORSHIP PACKAGE @ \$500 each \$ _____
- _____ BACKDROP SPONSORSHIP- Two Available @ \$500 each \$ _____
- _____ RING SPONSORSHIP @ \$250 each \$ _____
- _____ TOP FIVE SPONSORSHIP @ \$150 each \$ _____
- _____ DIVISION SPONSORSHIP- 38 available @ \$100 each \$ _____
- _____ LABEL SPONSORSHIP @ \$100 each \$ _____
- _____ 10 x 10 BOOTH SPACE @ \$200 each \$ _____
- _____ ADDITIONAL 10 x 10 BOOTH SPACE @ \$150 each \$ _____
- _____ 20 x 40 BOOTH SPACE @ \$750 each \$ _____
- _____ GOODY BAG SPONSORSHIP- 820 of any item \$ _____
- _____ CHIN-UP AWARD- 160 of product \$10 or over \$ _____

*Gift items and chin-up awards can be brought
 to the Winter Classic on December 8, 2017.*

TOTAL ENCLOSED..... \$ _____

Please make check payable to MJLS-BEEF
MAIL TO: MJLS Winter Classic, 4570 W. Dewey Rd, Owosso, MI 48867

The exhibitor assumes responsibility for losses, damages and claims of injury or damages to exhibitors' displays and equipment and shall indemnify and hold harmless Michigan Junior Livestock Society, MJLS-Beef, Winter Classic, and Michigan State University from any such losses, damages, and claims.

Authorized Signature _____ DATE _____

MJLS USE ONLY	Date Received _____	Amount Received _____
	Space Assigned _____	Check # _____

DEADLINE FOR SPONSORSHIPS: OCTOBER 31, 2017