2022 NATIONAL BLOCK AND BRIDLE CONVENTION

MARCH 31-APRIL 2

SPONSORSHIP OPPORTUNITIES

University of Nebraska Lincoln

University of Nebraska Foundation

Stand Out from the Herd with a Sponsorship

The 101st Block and Bridle Convention, Thursday, March 31-Saturday, April 2, 2022

The University of Nebraska–Lincoln chapter of Block and Bridle is hosting the 2022 National Block and Bridle Convention at the Nebraska Innovation Campus Convention Center. Clubs from across the nation will attend this convention to learn from professionals, meet with members from other universities and tour agricultural industries. Local support is key to the success of the convention, and a sponsorship from your organization can make a difference for you and the convention's many student participants.

> "I'm excited to showcase UNL's many assets such as the Engler Entrepreneurship Program. Hosting the National Block and Bridle Convention will shine a national spotlight on the hidden gems within CASNR, UNL and Nebraska's livestock industry."
>
> – Emma Schmidt
> National Convention Planning Committee Member
> UNL Animal Science Major, Engler Entrepreneurship Minor

National Block and Bridle Club members are college students from all over the United States interested in animal agriculture. UNL was one of just four charter colleges whose animal husbandry clubs joined to form a national organization, which now boasts more than 100 collegiate chapters. More than 400 members are expected to gather at Nebraska Innovation Campus in 2022 for the 101st annual convention, making it a perfect opportunity to demonstrate your support for the next generation of leaders in agriculture.

SPONSORSHIP BENEFITS

Why sponsor the 2022 National Block and Bridle Convention?

- Invest in the future of agriculture
- Increase brand awareness
- Strengthen relationships with future employees and customers! The convention provides an opportunity to network with young professionals from institutions all over the United States.

Thursday, March 31: Welcome reception

Friday, April 1: Tours include facilities for dairy, pork, horses, cattle and specialty agriculture plus the zoo and allied industries.

Saturday, April 2: Interactive plenary sessions will be held on topics such as entrepreneurship, current issues in agriculture and transitioning back to the farm after college. The day will include the honoree luncheon and evening awards banquet.

Contact Marcia White, director of development at the University of Nebraska Foundation at marcia.white@nufoundation.org or 402-617-6060 to request more information or to sponsor the 2022 National Block and Bridle Convention.

Convention Sponsorships

	Title $25,000	Prime $10,000	Choice $5,000	Select $2,500
Name recognition	Plenary Session	Break-out Session	Student Tour	
Option to suggest or provide a keynote speaker	✓			
Space during convention	Exhibition Space	Exhibition Space	Exhibition Space	Tabletop Display
Option to host an event	A private/ exclusive event on opening night			
Logo on convention badge	✓			
Profile in convention program	100 words	50 words		
Banner/signage in prominent positions	✓	✓	✓	
Sponsorship announced during opening and closing sessions	✓	✓	✓	
Name and logo on all promotional material, including website	✓	✓	✓	
Inserts in convention satchel	2	1	1	1
Ad in convention program	Full-page	Half-page		
Passes to the convention (Each pass has a fair market value of ~$200)	6	4	2	1

Event Sponsorships

	Awards Banquet $6,000	Welcome Reception $3,000	Honeree Luncheon $3,000
All event sponsors also receive the benefits listed for Select convention sponsors. Additional optional benefits may be available. Please contact Marcia White to discuss these options.			
Banner/signage featured prominently at event	✓	✓	✓
Speaking opportunity	Brief opening remarks at sponsored event	Brief opening remarks at sponsored event	Brief opening remarks at sponsored event
Additional tickets to the convention banquet (Each ticket has a fair market value of $30)	1		
Ad in convention program	Half-page		

Customized sponsorship packages that fit your needs and budget are also available. A portion of your sponsorship may qualify as a charitable donation.

Thank you for considering a gift to support the 2022 Block and Bridle Convention!