



RED ANGUS

ASSOCIATION OF AMERICA

18335 E 103rd Ave. Suite 202 • Commerce City, CO 80022 • (940) 387-3502 • Fax 888-829-6069

2017 National Red Angus Convention Sponsorship Agreement

Colorado Springs, CO | September 13-15, 2017

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Sponsorship Level* (circle one):

Diamond** - \$5000

Sapphire** - \$3500

Emerald** - \$2500

Ruby** - \$1500

Opal - \$1000

Garnet - \$500

Convention Attendee(s): _____

Booth at Convention Trade Show (Sept. 14-15): Yes No

Booth at Symposium Trade Show (Sept. 13): Yes No

Company agrees that person signing below is duly authorized to execute and enter into this Sponsorship Agreement on behalf of Company, and Company agrees that this Agreement and all of its terms, as set forth on page 2 and on additional Exhibits attached hereto, is valid and binding.

Signature: _____

Date: _____

** As set forth on page 2, payment due to RAAA between July 1 and September 1.*

***RAAA will contact Company following submission of this agreement for discussion and selection of ads to go into Convention Program and ARA magazine and other benefits specific to selected sponsorship level.*

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Company's Obligations and Agreements: Company agrees to submit full payment associated with Sponsorship Level selected on page 1 to RAAA, at the address listed below, between July 1 and August 15, 2017. Failure to submit payment in full by August 15 will result in cancellation of Company's sponsorship and associated benefits including availability of trade show booth.

Red Angus Association of America
Attn: Halla Pfeiff
18335 E. 103rd Ave, Suite 202
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RAAA's Obligations and Agreements. Upon receipt of completed and signed Agreement and corresponding payment, RAAA agrees to provide the relevant items and services listed in Exhibit A associated with the sponsorship level selected by the Company. RAAA will contact the Company following submission of this agreement to discuss ads specific to the sponsorship level to go into the Convention Program and ARA magazine and other related benefits to be provided to the Company, as set forth in Exhibit A.

Terms and Conditions. In addition to the terms and conditions contained in the body of this Agreement, the terms and conditions set forth in **Exhibit A** are binding and shall govern Company's and RAAA's actions under this agreement.

Hold Harmless and Indemnity. Company shall defend, indemnify and hold RAAA free and harmless from and against any and all claims arising from Company's actions under this Agreement, including but not limited to, Company's set up and operation of trade show booth, **except for any property damage, personal injury, or death due to the gross negligence or willful misconduct of RAAA and its employees, officers, agents, successors, and assigns**, and shall further defend, indemnify and hold RAAA free and harmless from and against any and all claims arising from any act or negligence of the Company, or any officer, agent, or employee of Company, and from and against all costs, attorney fees, expenses and liabilities incurred as a consequence of such claims.

Entire Agreement. This Agreement constitutes the sole and only agreement of the parties hereto and supersedes any prior understanding or written or oral agreements between the parties respecting the subject matter of this Agreement.

Counterparts. This Contract may be executed in a number of identical counterparts, each of which for all purposes shall be deemed an original. This Contract may also be executed separately by the parties, and when executed and delivered by all parties, all such separately executed Contracts including those with fax or electronic signatures shall collectively be deemed as an original executed Contract of all of the parties. Facsimiles or electronic scans of original signatures shall be binding upon all parties.

Choice of Law and Venue. The laws of the State of Texas shall govern the construction and enforcement of this Agreement and any suit which may arise based on this Agreement, whether at law or in equity. The parties agree that any lawsuit that may arise pursuant to this Agreement shall be brought only in the State District Courts of Denton County, Texas.

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Exhibit A

2017 National Red Angus Association Convention Sponsorship Levels

Diamond Sponsor - \$5000

- a) Sponsored events
 - a. Commercial Cattle Symposium or Awards Banquet
 - i. Banquet sponsorship reserved for steak/beef donor
 - ii. Sponsor of a function has first right of refusal in subsequent year
 - iii. Welcoming comments at sponsored event
- b) Two (2) pages advertising in ARA Magazine:
 - a. Camera Ready
 - b. One (1) Full Color page in “Convention” issue (July/August)
 - c. One (1) Full color page in Convention “Wrap-Up” issue (November)
 - d. Option for four (4) additional pages of ARA Magazine advertising to be placed between July – December of Convention year at “Best Rate”
- c) Trade Show Booth
 - a. Prime Location
 - b. Skirted Table, 2 chairs
- d) Two (2) Full Convention Registrations
- e) Full Page, full color ad in Convention Program
- f) Signage at sponsored event
- g) Tent Card or Giveaway at sponsored event.
- h) Sponsor gift in registration bag (pen, etc.)

Sapphire Sponsor - \$3500

- a) Sponsored events
 - a. RAAA Committee Meetings, or Friday afternoon workshops/special events
 - i. Sponsor of a function has first right of refusal in subsequent year
 - ii. Welcoming comments at sponsored event
- b) Two (2) pages advertising in ARA Magazine:
 - a. Camera Ready
 - b. One (1) Full Color page in “Convention” issue (July/August)
 - c. One (1) Full color page in Convention “Wrap-Up” issue (November)
 - d. Option for two (2) additional pages of ARA Magazine advertising to be placed between July – December of Convention year at “Best Rate”
- c) Trade Show Booth
 - a. Choice Location
 - b. Skirted Table, 2 chairs
- d) Two (2) Full Convention Registrations
- e) Full Page, full color ad in Convention Program
- f) Signage at sponsored event
- g) Sponsor gift in registration bag (pen, etc.)

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Emerald Sponsor - \$2500

- a) Sponsored events
 - a. Registration Table, coffee breaks, etc.
 - i. Sponsor of a function has first right of refusal in subsequent year
- b) One (1) pages advertising in ARA Magazine:
 - a. Camera Ready
 - b. One (1) Full Color page in “Convention” issue (July/August)
 - c. Option for two (2) additional pages of ARA Magazine advertising to be placed between July – December of Convention year at “Best Rate”
- c) Trade Show Booth
 - a. Skirted Table, 2 chairs
- d) One (1) Full Convention Registration
- e) Full Page, full color ad in Convention Program
- f) Signage at sponsored event and sponsorship announced from podium
- g) Sponsor gift in registration bag (pen, etc.)

Ruby Sponsor - \$1500

- a) Sponsored events
 - a. Tour or special event
- b) One-half (1/2) page advertising in ARA Magazine:
 - a. Camera Ready
 - b. Half-page (1) Full Color page in “Convention” issue (July/August)
 - c. Option for two (2) additional half pages of ARA Magazine advertising to be placed between July – December of Convention year at “Best Rate”
- c) Trade Show Booth
 - a. Skirted Table, 2 chairs
- c) One (1) Full Convention Registration
- d) Half-page, full color ad in Convention Program
- e) Sponsorship announced from podium
- f) Sponsor gift in registration bag (pen, etc.)

Opal Sponsor - \$1000

- a) Trade Show Booth
 - a. Skirted Table, 2 chairs
- b) One (1) Full Convention Registration
- c) Sponsorship announced from podium
- d) Sponsor gift in registration bag (pen, etc.)

Garnet Sponsor - \$500

- a) Sponsorship announced from podium
- b) Sponsor gift in registration bag (pen, etc.)

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