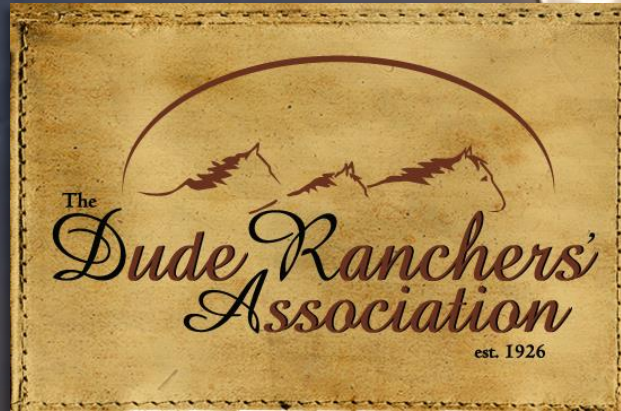


2021 DRA Convention Sponsorship Opportunities



About the DRA Convention

- **Who Attends?** Dude Ranchers' Association member ranches, corporate members, vendors, sponsors and special friends of the dude ranching industry and DRA
- **What Happens?** Folks of dude ranching from across the Western United States come together to network and engage in educational opportunities specific to the dude ranch industry. A highly sought after trade show takes place during the event and there is definitely fun to be had
- **When is the Event?** January 11-14, 2021
- **Where is the Event?** Rancho de los Caballeros, Wickenburg, AZ
- **Size:** Approximately 250 people



Standard Corporate Member Benefits



- As a corporate member, you have the opportunity to be involved in the dude ranch industry, interact with member ranches, sell products and stay informed to new industry trends and issues
- \$300 corporate memberships are processed through the Dude Ranch Foundation and are tax-deductible
- New members receive a one time FREE ¼ page ad in the DRA's bi-monthly newsletter
- Listed with link on Dude Ranch Foundation website
- Listed with link on DRA website
- Listed in DRA Member Resource Directory (sent directly to members 2 times a year & is available on DRA website)
- Opportunity to have a vendor booth at the DRA's Annual Convention

Convention Sponsorship Levels

Silver
\$750 or Less

Gold
\$1,500

Platinum
\$3,000

All sponsors will receive the following basic benefits:

- Announced in October, December and February *Ranch Ramblings* newsletters (*October announcement is dependent on timing of sponsorship commitment*)
- Logo included in printed convention program
- Logo placed on sponsor “Thank You” poster displayed at convention
- Recognition in master PowerPoint slides displayed between speakers and meeting
- Company listing and link on DRA website in the sponsors section of the convention information
- Recognition on all copies of agenda next to event(s) sponsored if applicable

Silver Level Sponsorship

Benefits of a Silver Level Sponsorship Include:

- All of the fore mentioned benefits
- Electronic list of final attendees with full contact information following the convention
- With early commitment, logo included in all pre-convention emails and promotion
- Signage displayed near refreshments of event sponsored if applicable
- 25% discount advertising in the annual convention issues (December & February) of *Ranch Ramblings*
- Silver level sponsor designation ribbon/pin for nametag

Silver Sponsorships Available:

- Refreshments Sponsor - \$750 - Jan. 13, 8:30-10:30am
- Cocktail Hour Sponsor - \$750 - Jan. 14, 6:00-7:00pm

Gold Level Sponsorship

Benefits of a Gold Level Sponsorship Include:

- All of the fore mentioned benefits
- 1 complimentary registration pass (must commit to sponsorship before registration is paid)
- Verbal and visual recognition during event
- Gold level sponsor designation ribbon/pin for nametag

Gold Sponsorships Available:

- Welcome Night Sponsor - \$1,500
Jan. 11, 4:30-6:30pm
- Happy Hour Host Sponsor - \$1,500
Jan. 12, 6:00-7:00pm
- Second Speaker Sponsor - \$1,500
Jan. 14, 8:30am-10:00am
- Third Speaker Sponsor - \$1,500
Jan. 14, 10:30am-12:00pm

Platinum Level Sponsorship

Benefits of a Platinum Level Sponsorship Include:

- All of the fore mentioned benefits
- 2 complimentary registration passes (must commit to sponsorship before registration is paid)
- 30 – 60 second commercial/write up to be played/read before sponsored session
- 10 minute speaking opportunity during dinner on night of sponsored event
- 1 booth space at vendor show if requested
Booth space cannot be guaranteed after September 15th
- Platinum level sponsor designation ribbon/pin for nametag
- 1 year complimentary dual Dude Ranch Foundation and DRA Corporate Membership (\$300 value)

Platinum Sponsorships Available:

All have been spoken for at this time!

Special Offer Just for Platinum Sponsors!

Logo placed on www.duderanch.org home page with link to website! The DRA website receives approximately 1,200 visitors **each day!** Have your logo seen by over 36,000 people in just 1 month!

**Platinum Sponsors cannot be a competitor to duderanch.org (no 3rd party websites).*