



## 2024 GENERAL ASSEMBLY: CONTINUING THE JOURNEY

April 30 - May 2, 2024 | The Royal Sonesta in St. Louis, MO

### SPONSORSHIP OPPORTUNITIES

#### MISSION

*Advance, support and communicate continuous improvement of sustainability across the U.S. beef value-chain.*

#### VISION

*The U.S. beef value chain is the trusted global leader in environmentally sound, socially responsible and economically viable beef.*

**91 USRSB MEMBERS**  
REPRESENTING 74 MEMBER ORGANIZATIONS

**193 TOTAL ATTENDEES**  
AT THE 2023 GENERAL ASSEMBLY MEETING

#### USRSB GENERAL ASSEMBLY MEETING

With over 140 member organizations represented, the U.S. Roundtable for Sustainable Beef General Assembly Meeting is a common space to bring together a community of individuals, businesses and non-governmental organizations with a common interest in U.S. beef sustainability. The 2024 General Assembly Meeting is set for April 30 - May 2, 2024, at The Royal Sonesta Chase Park Plaza in St. Louis, MO.

#### SPONSORSHIP BENEFITS

The 2024 General Assembly Meeting offers a variety of opportunities to meet individual company and brand goals. General meeting sponsorships are available for the overall program, as well as exclusive sponsorships to provide a more customized branding experience during larger meetings and events. Sponsors of USRSB General Assembly Meeting support the only beef-centric sustainability event in the U.S. and help to further important conversations and actions around U.S. beef sustainability.

#### COMMENTS FROM PREVIOUS GENERAL ASSEMBLY ATTENDEES

*"As a first-time attendee I learned a lot about the progress toward sustainability and the commitment of the entire beef sector. It was an eye-opening and educational experience."*

*"Keep up the great work! Appreciate the attention to detail and significant efforts that continue to be put forward to keep USRSB and our work in this space relevant."*

*"One of the best networking conferences I have been to. Great job putting this together"*

*"The tour was really well executed. The information presented was relevant and insightful."*



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## SPONSORSHIP OPPORTUNITIES

### SUSTAINABILITY TOUR SPONSORSHIPS

#### Tour breakfast

\$2,500

- ▶ Inclusion of logo in printed meeting materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Individual sponsorship recognition for event
- ▶ Availability: Exclusive

#### General tour

\$5,000

- ▶ One registration (includes full tour and General Assembly)
- ▶ Inclusion of logo in printed tour material
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage on tour
- ▶ Opportunity to speak during travel on tour bus
- ▶ Availability: Unlimited

#### Tour lunch

\$7,500

- ▶ Two registrations (includes full tour and General Assembly)
- ▶ Inclusion of logo in printed meeting materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Individual sponsorship recognition for event
- ▶ 10-minute podium time at event
- ▶ Availability: Two

#### Tour Reception

\$15,000

- ▶ Three registrations (includes full tour and General Assembly)
- ▶ Inclusion of logo in printed meeting materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Individual sponsorship recognition for event
- ▶ 10-minute podium time at event
- ▶ Availability: Exclusive

### MEETING SPONSORSHIPS

#### Meeting breaks

\$2,500

- ▶ Inclusion of logo in printed meeting materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Individual sponsorship recognition for event
- ▶ Availability: Three

#### Meeting breakfast

\$5,000

- ▶ One registration (includes full tour and General Assembly)
- ▶ Inclusion of logo in printed tour material
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Individual sponsorship recognition for event
- ▶ Availability: Two

#### Meeting lunch

\$10,000

- ▶ Two registrations (includes full tour and General Assembly)
- ▶ Inclusion of logo in printed meeting materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Individual sponsorship recognition for event
- ▶ 10-minute podium time at event
- ▶ Availability: Two

#### Reception

\$20,000

- ▶ Three registrations (includes full tour and General Assembly)
- ▶ Inclusion of logo in printed meeting materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Individual sponsorship recognition for event
- ▶ 15-minute podium time at event
- ▶ Availability: Exclusive

#### Meeting WiFi

\$5,000

- ▶ One registration (includes full tour and General Assembly)
- ▶ Inclusion of logo in printed meeting materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Individual sponsorship recognition for event
- ▶ Availability: Three

#### General meeting

\$5,000

- ▶ One registration (includes full tour and General Assembly)
- ▶ Inclusion of logo in printed tour material
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Availability: Unlimited

#### New student scholarship (add-on opportunity)

\$1,500

- ▶ Covers one registration (includes full tour and General Assembly) and a \$1,000 travel stipend for student scholarship winner
- ▶ Inclusion of logo in printed and digital meeting materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ More details on next page
- ▶ Availability: Five

#### Meeting media

\$10,000

- ▶ Two registrations (includes full tour and General Assembly)
- ▶ Inclusion of logo in printed meeting materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Individual sponsorship recognition for event
- ▶ Availability: Exclusive



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### STUDENT SCHOLARSHIP SPONSORSHIP OPPORTUNITY

With this year's U.S. Roundtable for Sustainable Beef General Assembly theme, "Continuing the Journey," it is important to involve the leaders of the future in the work that is happening today across the beef value chain. This special sponsorship opportunity will help to offset the costs of a college/university student to attend the 2024 USRSB General Assembly Meeting.

By involving the next generation of sustainability specialists, you are helping to increase understanding of the complexity of beef sustainability issues and spotlight the work that the USRSB and its member organizations are doing to measure, track and demonstrate progress toward the USRSB High-Priority Indicator Goals and Sector Targets.

Scholarship recipients will be provided with sponsor contact information ahead of the event to provide students opportunity to set up possible meetings. In addition, there will be a sponsor and recipient networking event during the meeting to foster new connections.

#### SPONSORSHIP DETAILS

This sponsorship covers a full registration, including the beef sustainability tour, for one student to attend the USRSB General Assembly Meeting. Additionally, scholarship recipients will receive a \$1,000 travel stipend to support transportation and lodging expenses. They will also be provided with additional networking opportunities, as indicated above.

Five student applicants will be chosen to receive this scholarship. Students must be enrolled in an undergraduate or graduate program and must complete and submit the application form by Feb. 23, 2024. Recipients will be notified by Feb. 29, 2024.

Sponsors will receive logo attribution on digital and print materials related to the USRSB General Assembly Meeting. They will also get the unique opportunity to engage with recipients in a newly added networking event. Sponsors provide the next generation of sustainability professionals with the unique opportunity to attend the leading beef sustainability event in the U.S.

#### INTERESTED IN THIS LIMITED SPONSORSHIP OPPORTUNITY?

If your organization would like to participate in this limited sponsorship opportunity, please see the form below and return the completed form to Rebecca Bolton by March 24, 2024.

*Note: it is preferred that this sponsorship be in addition to another sponsorship opportunity, rather than a stand-alone sponsorship. Please contact Rebecca Bolton if you are looking to do this as a stand-alone sponsorship.*

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For questions or more information, contact Rebecca Bolton at [rbolton@beef.org](mailto:rbolton@beef.org).



2024 USRSB General Assembly Meeting

# SPONSORSHIP OPPORTUNITIES

## PLEASE COMPLETE THE SPONSOR FORM

AND RETURN TO REBECCA BOLTON AT RBOLTON@BEEF.ORG.

OPPORTUNITY	SPONSORSHIP AMOUNT	INDICATE SELECTED SPONSORSHIP
TOUR BREAKFAST	\$2,500	
GENERAL SPONSOR	\$5,000	
TOUR LUNCH	\$7,500	
TOUR RECEPTION	\$15,000	
MEETING BREAKS	\$2,500	
MEETING BREAKFAST	\$2,500	
MEETING LUNCH	\$10,000	
MEETING WIFI	\$5,000	
GENERAL MEETING	\$5,000	
RECEPTION	\$20,000	
MEETING MEDIA	\$10,000	
STUDENT SCHOLARSHIP ADD-ON*	\$1,500	

\*The student scholarship opportunity is an add-on sponsorship. If you would like to support a student as a stand alone, please contact Rebecca Bolton at [rbolton@beef.org](mailto:rbolton@beef.org).

**CONTACT NAME:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**COMPANY/ORGANIZATION:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**ON BEHALF OF** \_\_\_\_\_ **(COMPANY), I AGREE TO SPONSOR THE SELECTED ITEMS ABOVE.**

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_