



## 2023 General Assembly Meeting

# 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 63 MEMBER ORGANIZATIONS

**126** **TOTAL ATTENDEES**  
AT THE 2022 GENERAL ASSEMBLY MEETING

### USRSB GENERAL ASSEMBLY MEETING

With over 100 companies and 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 **2023 General Assembly Meeting** is set for **May 2-4, 2023**, at the Grove Hotel in **Boise, Idaho**.

### SPONSORSHIP BENEFITS

The 2023 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.

### COMMENTS FROM OUR 2022 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."*

*"Always interesting to see agriculture in different regions of the U.S."*

*"Excellent forum with informative speakers and panels."*





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### SUSTAINABILITY TOUR SPONSORSHIPS

#### Tour Breakfast

\$2,500

- ▶ One Registration
- ▶ 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
- ▶ 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

- ▶ One Registration
- ▶ 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

- ▶ Two Registrations
- ▶ Inclusion of logo in printed tour materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage on tour
- ▶ Individual sponsorship signage for event
- ▶ 15-minute podium time at event
- ▶ Availability: Exclusive

### MEETING SPONSORSHIPS

#### Meeting Breaks

\$2,500

- ▶ One Registration
- ▶ 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
- ▶ 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: Two

#### Meeting Lunch

\$10,000

- ▶ One Registration
- ▶ 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

- ▶ Two Registrations
- ▶ Inclusion of logo in printed meeting materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Individual sponsorship signage for event
- ▶ 15-minute podium time at event
- ▶ Availability: Exclusive

#### Meeting WiFi

\$5,000

- ▶ One Registration
- ▶ 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
- ▶ Inclusion of logo in printed meeting materials
- ▶ Inclusion of logo on digital sponsorship materials
- ▶ Inclusion of logo throughout sponsorship signage at meeting
- ▶ Availability: Unlimited

### INTERESTED IN SPONSORING?

If your organization would like to sponsor the 2023 USRSB General Assembly Meeting, [please fill out the form below](#) and return to Sam Werth at [swerth@beef.org](mailto:swerth@beef.org) by **March 24, 2023**.

For questions or more information contact  
Sam at [swerth@beef.org](mailto:swerth@beef.org).





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## PLEASE COMPLETE THE SPONSOR FORM

AND RETURN TO SAM WERTH AT [SWERTH@BEEF.ORG](mailto:SWERTH@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	\$5,000	
MEETING LUNCH	\$10,000	
MEETING WIFI	\$5,000	
GENERAL MEETING	\$5,000	
RECEPTION	\$20,000	

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

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

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

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

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

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

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