



WILD SHEEP[®]
Foundation

2021 CONVENTION
SPONSORSHIP



ONCE UPON A HELL OF A TIME... FOR CONSERVATION

Ask around. Of all the hunting and conservation expos and shows, the word on the street is the Sheep Show® tops the list as an exhibitor and attendee favorite. There is no better marketplace for dedicated, loyal, active, adventure-seeking, and mountain-tuff traveling sporting enthusiasts.

Now in its 44th year, the Wild Sheep Foundation Convention and Sporting Expo "The Sheep Show®" highlights and celebrates the values we place on our wildlife, conservation, mountain hunting, outdoor adventure, and the sporting way of life for thousands of hunters and anglers from around the globe. More than 10,000 discerning sportsmen and women from throughout the west, the country, and the world will attend and take part in what has affectionally become known as "Sheep Week."

For three days, the big game hunting and conservation community will gather in Reno, Nevada to connect with old friends, make new ones, party, and shop for their next adventures. The exhibit hall features more than 400 exhibits of the finest outfitters, guides, hunting gear, and sporting art from around the globe, but that's just the half of it. Our people flock to the evening events:

- Wednesday: Exhibitor/Donor/Member Welcome Back Party and Opening Ceremony
- Thursday: Conservation Banquet and Auction
- Friday: <I Club and <I Club brew fest and sheep hunt giveaway, the Friday Conklin Awards and Legacy Banquet and Auction
- Saturday: Grand Finale Banquet and Auction
- The Ladies Luncheon, Life Member Breakfast, RAM Awards, and other events and programs also provide an excellent platform to target your marketing efforts to specific markets within the show.

These events provide exceptional branding and promotional exposure for your company, service, or product. Proceeds from the convention allow WSF to accomplish our purpose of "Putting and Keeping Wild Sheep on the Mountain®" and enables us to promote and achieve our conservation, education, and advocacy mission. In just the past five years alone, WSF has directed 27.5 million dollars to wild sheep restoration, advocacy, and education.

Our people and our sponsors trust us because they know where the money goes, science-informed enhancement of mountain game and their habitats, as well as advocacy for the system and people responsible.



SPONSORSHIP LEVELS & BENEFITS

All levels include annual targeted exposure to one of the finest and loyal audiences in the region and country. Corporate Sponsors receive recognition in the summer, fall, convention, and spring issues of Wild Sheep® magazine and in the 2021 Convention Auction Catalog, the Official Show Program, as well as our banquet and exposition audio/visual programs. Your brand and message will be prominently presented to our guests, registrants and exhibitors during the three-day Expo and to guests daily and nightly during our numerous events and evening auctions and banquets.

Our Official, Diamond, and Platinum Sponsors of our evening banquets may address the guests on the sponsored evening, as well as play a 30-60 second promotional video during the sponsored event. Ladies Luncheon and other Special Event Sponsors receive similar recognition at their respective events.

There are a few exclusive sponsorship opportunities, but these fill up fast.





OFFICIAL SPONSOR OF THE WILD SHEEP FOUNDATION: \$75,000

- Four complimentary 10'x10' booths in Expo Hall
- Twenty Full Registrations
- Two reserved sponsor tables for ten including full registrations for Thursday, Friday, and Saturday evening banquets – additional banquet tickets available through registration
- 20 open seating tickets to the Friday Ram/FNAWS/International Awards Breakfast
- Official Sponsor recognition signage at Wednesday, Thursday, Friday and Saturday banquets
- Official Sponsor recognition in WSF television, print, outdoor and radio ad campaigns
- Official Sponsor recognition in and on the cover of Wild Sheep® magazine, Auction Catalog and WSF printed materials
- Official Sponsor recognition in Expo and Banquet audio/visual programs
- Official sponsor's video played nightly at all four banquets and on screen by Tuscany Tower Elevator
- Official Sponsor recognition on signage within Expo Hall
- Sponsor logo's Gobo nightly at banquets
- One Night as the Banquet Title Sponsor
- On stage sponsor recognition that evening, and opportunity to address the audience
- Inclusion in the Show attendee and exhibitor registration booklet – art/message/offer provided by sponsor; printed and distributed by WSF at Convention registration check-in

Note: Official sponsor is a cash only sponsorship.

PRESENTING SPONSOR: \$50,000

- Three complimentary 10'x10' booths in Expo Hall
- Ten Full Registrations
- Reserved table for ten for Thursday, Friday, and Saturday evening banquets – additional banquet tickets available through registration
- Ten open seating tickets to the Friday Ram/FNAWS/International Awards Breakfast
- Presenting Sponsor recognition signage at Wednesday, Thursday, Friday and Saturday banquets
- Presenting Sponsor recognition in WSF television, print, outdoor and radio ad campaigns
- Presenting Sponsor recognition in Wild Sheep® magazine and Auction Catalog
- Presenting Sponsor recognition in Expo and Banquet audio/visual programs
- Presenting sponsor video played nightly at banquets and on screen by Tuscany Tower Elevator
- Presenting Sponsor recognition on signage within Expo Hall
- Presenting sponsor's video played nightly at all four banquets
- On stage sponsor recognition, and opportunity to address the audience
- Sponsor logo's Gobo nightly at banquets
- Inclusion in the Show attendee and exhibitor registration booklet – art/message/offer provided by sponsor; printed and distributed by WSF at Convention registration check-in

DIAMOND SPONSOR: \$25,000

- Two complimentary 10'x10' booths in Expo Hall
- Ten Full Registrations
- Reserved table for ten at Thursday, Friday, and Saturday evening banquets – additional banquet tickets available through registration
- Ten open seating tickets to the Friday Ram/FNAWS/International Awards Breakfast
- Signage with company name/logo in Expo Hall
- 30-60 second promotional video (provided by sponsor) played during sponsored event
- On stage sponsor recognition, and opportunity to address the audience
- Sponsor representative may address guests at sponsored event
- Diamond Sponsor recognition in Wild Sheep® magazine and Auction Catalog
- Diamond Sponsor recognition in Banquet audio/visual programs
- Diamond Sponsor recognition on signage within Expo Hall
- Sponsor's logo as a Gobo at the event they sponsor
- Inclusion in the Show attendee and exhibitor registration booklet – art/message/offer provided by sponsor; printed and distributed by WSF at Convention registration check-in

Diamond Sponsor Event Options:

- o Ram/FNAWS/International Awards and Breakfast
- o <IClub and <IiClub

PLATINUM SPONSOR: \$15,000

Platinum Sponsor Event Options:

- o Ladies Luncheon Title Sponsor
 - o Societies Lounge - Marco Polo, Chadwick Ram, Legacy
 - o Wednesday Grand Opening banquet or beverage sponsor
 - o Thursday Evening Conservation Night banquet or beverage sponsor
 - o Friday Evening Legacy Night banquet or beverage sponsor
 - o Saturday Evening Grand Finale banquet or beverage sponsor
 - o Evening Special Conservation sponsor
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- One complimentary 10'x10' booths in Expo Hall
 - Ten Full Registrations
 - Reserved table for ten with signage at Thursday, Friday and Saturday evening banquets – additional banquet tickets available through registration
 - Ten open seating tickets to the Friday Ram/FNAWS/International Awards Breakfast
 - 30-60 second promotional video (provided by sponsor) played at sponsored event
 - On stage sponsor recognition that evening, and opportunity to address the audience
 - Recognition as a Platinum Sponsor in Wild Sheep® magazine and Auction Catalog
 - Recognition as a Platinum Sponsor in Banquet audio/visual programs
 - Recognition as a Platinum Sponsor on sponsor signage within Expo Hall
 - Inclusion in the Show attendee and exhibitor registration booklet – art/message/offer provided by sponsor; printed and distributed by WSF at Convention registration check-in

Note: Platinum Level Sponsor is a cash only sponsorship

GOLD SPONSOR: \$10,000

Gold Sponsor Opportunities:

- o Auction Catalog Title Sponsor
 - o Sheep Show app
 - o Exhibit Hall Free Internet Provider
 - o 34th Annual Duncan Gilchrist Photo Contest
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- One complimentary 10'x10' booth in Expo Hall
 - Two Full Registrations to evening banquets and auctions
 - Signage with company name and logo in Expo Hall
 - Recognition as a Gold Sponsor in Wild Sheep® magazine and Auction Catalog
 - Recognition as a Gold Sponsor in Banquet audio/visual programs
 - Recognition as a Gold Sponsor on sponsor signage within Expo Hall
 - Inclusion in the Show attendee and exhibitor registration booklet – art/message/offer provided by sponsor; printed and distributed by WSF at Convention registration check-in

LADIES LUNCHEON & AUCTION TITLE SPONSOR: \$10,000

- One complimentary 10'x10' booth in Expo Hall
- Includes Gold level benefits
- Title Sponsor may address guests during luncheon and play a 30-60 second promotional video
- Recognition as Ladies Luncheon Title Sponsor in Wild Sheep® magazine and Auction Catalog
- Recognition as Title Sponsor on Expo and Banquet audio/visual programs
- Sponsors may place promotional material at each place setting
- Banquet table name signs will include Title Sponsor name and logo

Note: Ladies Luncheon Title and other sponsorships are cash only sponsorships.

SILVER SPONSOR: \$5,000

Silver Sponsor Opportunities:

- Frank Golata Outstanding Outfitter Award – Saturday Grand Finale Banquet
 - G.C.F. Dalziel Outstanding Guide Award – Saturday Grand Finale Banquet
 - Artemis Outstanding Women Conservationist Award – Saturday Grand Finale Banquet
 - Mountain Hunter Hall of Fame – Saturday Grand Finale Banquet
 - Backpack Race – Friday Banquet
 - Total Archery Challenge Sheep Shoot
 - Horse Pack Competition
 - Seminars Sponsor
 - Sporting Clays Shoot
 - Attendee/Exhibitor Bags Co-Sponsor
 - Auction Catalog Supporting Sponsor
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- Two Full Registrations
 - Recognition as a Silver Sponsor in Wild Sheep® magazine and Auction Catalog
 - Recognition as a Silver Sponsor in Banquet audio/visual programs
 - Recognition as a Silver Sponsor on sponsor signage within Expo Hall
 - Inclusion in the Show attendee and exhibitor registration booklet
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BRONZE SPONSOR: \$2,500

- Full Registration for one person
 - Recognition as a Bronze Sponsor in Wild Sheep® magazine and Auction Catalog
 - Recognition as a Bronze Sponsor in Banquet audio/visual programs
 - Recognition as a Bronze Sponsor on signage within Expo Hall
 - Inclusion in the Show attendee and exhibitor registration booklet
– art/message/offer provided by sponsor; printed and distributed by WSF at Convention registration check-in
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SPECIAL OPPORTUNITIES & EVENTS

AUCTION CATALOG TITLE SPONSOR: \$10,000

- Title sponsor of the Auction Catalog, or other specified program??
- Includes Gold level benefits
- Title Sponsor signage at the sponsored event or program
- Sponsor name/logo on catalog cover, plus back page advertisement in catalog

Note: Auction Catalog Title Sponsor is a cash only sponsorship.



For more information please contact:

Keith Balfourd - Director of Marketing and Communications
Wild Sheep Foundation
412 Pronghorn Trail
Bozeman, MT 59718
406.404.8754
keith@WildSheepFoundation.org