

NYPBA
10040 Hooker Hill Road
Perrysburg, NY 14129
nybeef@nybpa.org
716.432.9871



Dear Sponsor,

The NYPBA is excited to launch a new award program: ***"Beef Farm of Excellence"***

These farms will not only have roadside appeal but will encompass many characteristics that producers strive for when producing the best overall quality beef; BQA certification, herd health management protocols, and environment stewardship. This award program will highlight those that "do it well" and serve as an exemplary industry standard for those wanting to improve their practices. This award program will also open up dialogue between beef producers and consumers to increase consumer confidence in New York beef production.

We are asking for sponsorship to produce our signs awarded to the winning farms and incidental cost to run the program. There are 3 different levels of sponsorship.

1. Gold Sponsorship \$500

Your logo shown on our website *with a link to your website*, name and/or logo in any NYBPA award program publication including the newsletter and award letter, *logo and link* shown on Facebook page as program sponsor, and your promotional material displayed on award program table at NYBPA events (including NY Farm Show, NYS Fair, Annual Meeting, and Beef Expo).

2. Silver Sponsorship \$250

Your logo shown on our website, name and/or logo in any NYBPA award program publication including the newsletter and award letter, logo shown on Facebook as program sponsor, and your promotional material displayed on award program table at NYBPA events (including NY Farm Show, NYS Fair, Annual Meeting, and Beef Expo).

3. Bronze Sponsorship \$100

Your name listed on our website, in any NYBPA award program publication including the newsletter and award letter, name listed on Facebook as program sponsor, and your promotional material displayed on award program table at NYBPA events (including NY Farm Show, NYS Fair, Annual Meeting, and Beef Expo).

Award winners and sponsors at all levels will be announced on our social media platforms.

We feel your company's values align with ours (NYBPA) and this award program. Sponsorship will be mutually beneficial for our dedicated beef farms and awareness of your company and your commitment for continued improvement in beef production. Your consideration with this exciting endeavor is greatly appreciated!

Thank you for your time and consideration,

Beef Farm of Excellence Committee & NYBPA