



Sponsorship Packages

Why should *you* invest?

The Beef Improvement Federation is dedicated to advancing and coordinating all segments of the beef industry, seeking to connect science and industry to improve beef cattle genetics. The organization's three-leaf clover logo has come to represent Industry, Extension and Research, just as the annual symposium has become the industry's premier forum bringing industry segments together to discuss and evaluate performance topics. We welcome you to Calgary, Alberta, Canada for the BIF 2023 symposium, themed Precision Breeding. The symposium, to be held July 3-6th, preceding the Calgary Stampede, is expected to attract over 600 participants (producers and industry partners) from across the globe (including Canada, the U.S., New Zealand, Australia, Mexico). Our sponsorship partners make all this possible, and will be recognized as we use the symposium to engage in beef production stakeholders from across the world. It is BIF's mission to develop cooperation among all segments of the beef industry as we work towards common goals of improving efficiency, profitability and sustainability of beef production. And we cannot do it without you!

PATRON SPONSORSHIP

\$10,000+ USD
\$13,000+ CDN

- Exclusive sponsorship of major event (e.g. opening reception, dinner function)
- Recognition as major sponsor
- 3 complimentary full-event registrations
- Prominent display area for corporate booth/display
- Logo on event website
- Promo piece in registration package
- Logo in proceedings
- Contact information and company recognition as outlined below
- Assistance with hotel meeting/catering for sponsor hosted events during BIF (side meetings)

PLATINUM SPONSORSHIP

\$5,000-\$9,999 USD
\$6,500-\$12,999 CDN

- Exclusive sponsorship of an event (e.g. lunch, general session)
- Recognition as major sponsor
- 2 complimentary registrations
- Prominent display area for corporate booth/display
- Logo on event website
- Promo piece in registration package
- Logo in proceedings
- Contact information and company recognition as outlined below
- Assistance with hotel meeting/catering for sponsor hosted events during BIF

GOLD SPONSORSHIP

\$2,500-\$4,999 USD

\$3,500-\$6,499 CDN

- Recognition as major sponsor
- Exclusive sponsorship of an event (e.g. breakout session, break, tour)
- 1 complimentary registration
- Logo on event website
- Promo piece in registration package
- Logo in proceedings
- Contact information and company recognition as outlined below

SILVER SPONSORSHIP

\$1,000-\$2,499 USD

\$1,300-\$3,499 CDN

- Promo piece in registration package
- Logo in proceedings
- Contact information and company recognition as outlined below

BRONZE SPONSORSHIP

\$500-\$999 USD

\$650-\$1,299 CDN

- Included in program and proceedings documents
- Contact information and company recognition as outlined below

FRIEND SPONSORSHIP

\$250-\$499 USD

\$350-\$649 CDN

Contact information and recognition for all sponsors at all levels includes:

- Listing on event website, during convention and included in proceedings
- Link to company website on event website



