

# SOUTHERN SHOWCASE

Sponsored by Texas Simmental/Simbrah Association



## APRIL 9 - 11

WASHINGTON COUNTY FAIRGROUNDS  
BRENHAM, TEXAS

### DEAR SIMGENETIC BREEDER/ENTHUSIASTS,

The Southern Showcase, a SimGenetic event featuring a sale and shows in Brenham, Texas, April 9-11th, will be sponsored by Texas Simmental/Simbrah Association (TSSA) on April 9-11th.

You may or may not be aware that the Houston Livestock Show & Rodeo (HLSR) cancelled the 2021 open cattle shows, leaving out the opportunity for our Texas breeders to showcase their breeding programs and hold the TSSA International Sale. Many junior exhibitors often show in the HLSR Open Shows, along with breeders from other states. After receiving HLSR's devastating decision, the TSSA is moving forward with hosting The Southern Showcase. This event will feature a sale of SimGenetics, open and junior shows, as well as opportunities for cattle conversations and networking. The TSSA is expecting 70 sale lots and 200+ entries from open and junior exhibitors across the southern states. GB Marketing will manage the sale and nominations are now being accepted.

For this event to happen, we need sponsors and support. We have several sponsorship levels available and encourage you to join us in showcasing our breeds. We would like to sincerely thank you in advance for your consideration and support of The Southern Showcase event.

Please feel free to contact any one with our Sale and Show Committee Chairmen with any questions.

Keith Strack 281/455-5896  
Lou Langford 214/801-2966  
Brandon Martin 281/744-4530  
Sam Hodges 903/701-7929

## THE SOUTHERN SHOWCASE SPONSORSHIP LEVELS

### BUCKLE SPONSOR - \$150

- Name announced during show to awarded placement

### BRONZE LEVEL - \$1,000

- Recognition on our Social Media Platform
- Name on Sponsorship Banner

### SILVER LEVEL - \$2,000

- Recognition on our Social Media Platform
- Name on Sponsorship Banner
- Name listed on website and show publication

### GOLD LEVEL - \$2,500

- Recognition on our Social Media Platform
- Name on Sponsorship Banner
- Name listed on website and show publication (Quarter Page)
- Name announced during Sale and Show (Open and Junior)

### PLATINUM LEVEL - \$5,000

- Recognition on our Social Media Platform
- Name on Sponsorship Banner
- Name listed on website and show publication (Half Page)
- Name announced during Sale and Show (Open and Junior)
- Logo (provided) printed on Photo Backdrop
- Banner displayed outside of Sale Ring during Sale
- Expo or Vendor area

### DIAMOND LEVEL - \$10,000

- Recognition on our Social Media Platform
- Name on Sponsorship Banner
- Name listed on website and show publication (Full Page on Back Cover)
- Name announced during Sale and Show (Open and Junior)
- Logo (provided) printed on Photo Backdrop
- Banner displayed outside of Sale Ring during Sale
- Expo or Vendor area

USE THE FORM BELOW TO MAKE SPONSORSHIP PAYMENT AND VISIT [TEXASSIMMENTALSIMBRAH.COM](http://TEXASSIMMENTALSIMBRAH.COM) FOR ADDITIONAL INFORMATION ON THE EVENT.



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Sponsorship Level: \_\_\_\_\_

Name of Company/Organization: \_\_\_\_\_

\*Please list exactly how it should appear on publication / promotion

Contact Personnel: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Total Amount of Sponsorship: \_\_\_\_\_

Please make checks payable to:  
Texas Simmental Simbrah Association

Mail payments to:  
Texas Simmental Simbrah Association  
c/o David Grimes  
9148 County Road 415 W  
Henderson, TX 75654