

## ***Friends, Community Members & Supporters of Youth,***

The Hillsborough Beef Expo was developed in 2020 by the Hillsborough Cattlemen's Foundation, a Florida 501c3, whose mission is – *“Protecting our Heritage through Education and Investment in our Youth”*. The Hillsborough Beef Expo is a fresh, new take on providing a show outlet for youth, in a completely YOUTH focused atmosphere. The goal of the Expo is to be 100% sponsor driven, charge a very minimal entry fee for our exhibitors, and (the most exciting part) provide a guarantee that after expenses are covered - 100% of the proceeds of this show and sale go directly BACK to our exhibitors! Cash payouts, prizes, awards and scholarships are just a few of the ways that these youth will receive, not only their entry fee back, but so much more! The Hillsborough Beef Expo is definitely NOT a fundraiser, but rather a show/marketing opportunity that is ALL ABOUT supporting, recognizing, rewarding and highlighting the youth exhibitors in a BIG WAY.

This year we are continuing our **EXCITING HIGH STAKES FAT STEER SHOW** for Hillsborough Youth only. This format changes the way that “Market Steer” shows are implemented and empower exhibitors. They can choose to either keep, resale or market their project to consumers. We are also proud to say that in this format, we provide MORE opportunity to exhibitors who already have a market project in the barn, maybe ones that will be going to a show/sale at a later date. These exhibitors can participate in our show, without having to make an investment in a second steer. This FAT STEER SHOW will provide HUGE benefits in the forms of SCHOLARSHIP checks presented to the exhibitors for their winnings, which will definitely help them pay for things such as the animal itself, feed, housing, etc. Exhibitors who choose to participate in raising market projects are taking on a HUGE financial undertaking and we want to help them reach the goals they have set for the reward associated with his risk.

A **SECOND** exciting aspect to the Hillsborough Beef Expo is that we are part of the highly touted Junior Florida Cattlemen's Association Point Series, which is a series of cattle shows throughout the state where nearly 1000 exhibitors participate. This series runs from July - December and we will be the wrap up show for the series. This opportunity allows us to offer 2 show opportunities to our youth in Hillsborough County and also allow us to showcase our amazing supporters, friends of the HBE and highlight our youth to families from all across Florida and South Georgia that will be at our event..

We know that our show will not see any success without the critical support from those within our community, county and state. So, at this time we humbly ask that you would consider joining our team. Would you consider sponsoring a portion of our event? Would you consider becoming a vendor at our show and sale? Would you consider donating prizes to our young people? The opportunities for help are open ended and we sincerely hope that you would choose to help support this incredible opportunity and help make this year's show the best that it can be! Attached to this letter you will find a better explanation of our new high stakes Fat Steer Show, along with the sponsorship opportunities for this year's Hillsborough Beef Expo. We would be pleased to add your name to our supporters list!

THANK YOU so very much for your time and consideration! We would like to personally invite you to join us December 6-8, 2024 at the Florida State Fairgrounds for our 2024 Hillsborough Beef Expo. If you have any questions, please feel free to contact one of the committee members listed below and make sure you give us a “like” on Facebook and check out our website – [www.HillsboroughBeefExpo.org](http://www.HillsboroughBeefExpo.org)

As always, THANK YOU for being a generous supporter of YOUTH! These young people ARE our future. They are the ones who will be called upon to help keep Agriculture at the forefront in this state and will be the ones to help keep BEEF on the table.

With the kindest regard -

***The Hillsborough Beef Expo Committee***

Jason & Stephanie Conrad  
Erik Moretuzzo  
Wesley Joyner

Matt Hudson  
Bear & Ashley McCullough  
Tommy & Christa Hubble

Ryan Gill  
Wade Turner  
Danny & Tonya Perkins

**Our GOAL is to implement a HIGH STAKES CASH payout structure, so that all exhibitors in the Fat Steer Show can go home with valuable earnings to help cover the exuberant costs of these projects.**

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*Our **GOAL** Payout Structure for the Top 10 in the show (Open) and Top 5 in the show (County Bred)*

<b>\$5000 - Grand Overall</b>	<b>\$1500 - Grand County Bred</b>
<b>\$4000 - Reserve Overall</b>	<b>\$1000 - Reserve County Bred</b>
<b>\$3000 - 3<sup>rd</sup> Overall</b>	<b>\$750 3<sup>rd</sup> Overall County Bred</b>
<b>\$2000 - 4<sup>th</sup> Overall</b>	<b>\$500 4<sup>th</sup> Overall County Bred</b>
<b>\$1000 - 5<sup>th</sup> thru 10<sup>th</sup> Overall</b>	<b>\$250 - 5<sup>th</sup> Overall County Bred</b>

*Premium money for EVERY Fat Steer Exhibitor*

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### ***Sponsorship Opportunities available to help meet the GOALS above:***

- **Fat Steer Show PRIME Sponsorship - \$5000**

- ALL portions of this sponsorship go directly back to the exhibitors, in the form of payouts
- PRIME sponsors will have their logo on all of our exhibitor shirts (distributed to not only the FAT Steer Exhibitors, but also exhibitors from across the state.
- PRIME Sponsors will also be highlighted with individual banners in/around the arena
- PRIME Sponsors will also be highlighted on the Hillsborough Beef Expo website and social media pages, as well as be offered the opportunity to run a specialized AD on all of the above.

- **Fat Steer Show CHOICE Sponsorship - \$2500**

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- **Fat Steer Show SELECT Sponsorship - \$1000**

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- SELECT Sponsors will be featured on a banner in/around the arena
- SELECT Sponsors will also be highlighted on the Hillsborough Beef Expo website and social media pages

- **HBE PARTNER Sponsorship - \$500**

- ALL portions of this sponsorship go directly back to the exhibitors, in the form of awards, prizes, payouts and opportunities
- HBE PARTNERS will be featured on a banner in/around the arena
- HBE PARTNERS will also be highlighted on the Hillsborough Beef Expo website and social media page

# Hillsborough Beef Expo Supporter Form

Thank you for supporting the youth exhibitors at the 2024 Hillsborough Beef Expo! 100% of the support we receive will go back in the hands of our exhibitors. We have several opportunities for you to choose from, please look over the details in our packet and those listed below. If you have any questions, please do not hesitate to reach out! We look forward to locking arms with you to provide a once in a lifetime opportunity for these amazing young people.

**Business Name (if applicable) - \_\_\_\_\_**

**Contact Name: \_\_\_\_\_**

**Contact Phone Number: \_\_\_\_\_**

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

## ***Hillsborough Beef Expo Sponsorship Opportunities:***

***Please circle the star for the Sponsorship Level that you would like to support at. Welcome to the HBE Family!***

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**Once you fill out this form, please scan and send a copy to [HillsboroughBeefExpo@gmail.com](mailto:HillsboroughBeefExpo@gmail.com)  
You can also fill this out electronically at - <https://forms.gle/doo3fT2k2o5Dzxou5>  
Or feel free to scan this QR Code to fill out the information that we need.**

