



Michigan Junior Livestock Society www.mijrlivestocksociety.com

Join us for the 41st annual MJLS Winter Classic, December 6-8, 2024, at the MSU Livestock Pavilion. This event is one of the largest cattle jackpot shows held east of the Mississippi. Each year over 600 exhibitors and 1000 head of cattle spend 3 days in East Lansing. While there, youth ages 8 to 21 that are Michigan residents compete in a variety of contests in and out of the ring. Showmanship, herdsman's quiz, photography, and graphic design contests are just a few of the opportunities available.

This year, we are excited to announce that we will continue the 2023 show format with a two ring show. We received positive feedback on the opportunity to show under two different judges and the additional opportunity for the youth exhibitors to showcase their livestock. Two rings and two judges allows for different opinions, feedback, and outcomes in a single day. We believe this format will continue to attract more exhibitors, and help us generate more revenue for our Scholarship fund! We invite you to join us in supporting the youth and showcasing your farm/business as a 2024 sponsor.

The Michigan Junior Livestock Society (MJLS) is devoted to the development of youth and their commitment to the beef, sheep, goat, and swine industries. Our primary objective is to cultivate Michigan's youth to assume leadership roles in livestock agriculture, as well as give them the opportunity to interact with their peers and exhibit their livestock projects. Each year, we honor individuals that are continuing their education beyond high school with scholarships funded by the MJLS scholarship fund.

A variety of sponsorship levels, types, and exhibit booths are available. Please see the brochure for sponsorship levels and options.

On behalf of the junior exhibitors and the Michigan Junior Livestock Society, thank you for taking the time to consider this great opportunity to support the future generation of agriculturist, **our youth!** If you have any questions, please feel free to contact us. We look forward to working with you at the 2024 Winter Classic!

Sincerely,

Your 2024 Winter Classic Committee

2024 Sponsorship Packages

Level 5 Sponsor

- Booth space outside or inside at Pavilion
 - 15X20 (Outdoor) - \$150
 - 10X20 - \$600
 - 10X15 - \$550
 - 10X10 - \$400
 - 8X15 - \$350
 - 8X10 - \$300
 - 6X15 - \$275
 - 5X15 - \$250
 - 5X12 - \$220
 - 5X10 - \$200

Level 4 Sponsor - \$500

- Ringside Promotional Banner

Level 3 Sponsor - \$250

- Top 5 Overall Banner/Buckle Sponsor

Level 2 Sponsor - \$100

- Top 5 Overall Breed Show Banner/Buckle Sponsor

Level 1 Sponsor - \$50

- Breed Champion/Reserve Banner Sponsor



Sponsorship levels 1-4 included on a ringside banner!

DEADLINE for Vendors: November 1. ALL vendors should return the enclosed contract (miwinterclassicinfo@gmail.com).

All sponsorship levels must be paid in FULL by November 11th.

Please indicate your preferred location on the reservation form. Space will be distributed to returning vendors on a first come, first serve basis.

Please note: No tables and chairs are available onsite. For those setting up outside, trailers are allowed along the paved drive. Tents must be provided by vendor. If you need to set up a staked tent, please contact us ahead of time.

2024 MJLS Winter Classic Sponsorship Contract

Date _____

CONTACT NAME _____ Company Name _____

ADDRESS _____ CITY, STATE, ZIP _____

PHONE _____ E-MAIL ADDRESS _____

PRODUCT _____

SPONSORSHIP OPTIONS

Level 1 Sponsor @ \$50 each (Breed Champion/Reserve Banner Sponsor) \$

Level 2 Sponsor @ \$100 each (Top 5 Overall Breed Banner/Buckle Sponsor) \$

Level 3 Sponsor- @ \$250 each (Top 5 Overall Banner/Buckle Sponsor)..... \$

Level 4 Sponsor- @ \$500 each (Ringside promo banner) \$

Level 5 Sponsor (BOOTH SPACE)..... \$

Please indicate size _____

TOTAL ENCLOSED..... \$

Email contract to: miwinterclassicinfo@gmail.com Contact one of the four committee members listed below with any questions.

The exhibitor assumes responsibility for losses, damages and claims of injury or damages to exhibitors' displays and equipment and shall indemnify and hold harmless Michigan Junior Livestock Society, MJLS-Beef, Winter Classic, Michigan State University from any such losses, damages, and claims.

Authorized Signature _____

MJLS USE ONLY

Date Received

Amount Received

Payment Options

Space Assigned _____ Check #

Please make checks payable to MJLS and mail to:
3636 E. Shaffer Rd., Midland, MI 48642
ATTN: Tammi Myers-Greene

Committee Members:

Gerald Green: (517) 819-7978
Dave Wishowski: (989) 513-4586
Erika Williams: (517) 652-3064
Callie Halsey: (517) 902-2183

Paypal: miwinterclassicinfo@gmail.com

Square Link- Contact a committee member or Tammi Myers-Greene for payment through Square

