LEADING THE WAY
GRSB SPONSORSHIP OPPORTUNITIES
GRSB is at the forefront of beef sustainability. The strength of this organization is found in the commitment of its membership. It is also evidenced in the explosive growth of the association, as well as the momentum it has heading into the future.

Being a member demonstrates a strong stance in joining forces for collaboration, but for those who truly want to be at the forefront of driving sustainability for the beef industry across the world, sponsorship is the key in partnering to lead the way.
WEBCINAR ON THE RISE

Robust webinar offerings, averaging between 75-125 ATTENDEES PER SESSION

Diverse topics addressing the most critical sustainability issues facing the global beef industry, from Beef Carbon Footprint Guidelines and Methane Management to Producer-centric discussions about global goal progress.

GLOBAL REACH

Representation from across

5 CONTINENTS 24 COUNTRIES

8 Constituencies

1. Producers and Producer Associations
2. Allied Services and Industries
3. Processing
4. Retail Companies
5. Civil Societies
6. Consulting
7. Observing
8. National Roundtables

12 National Roundtables

1. Argentina
2. Australia
3. Bolivia
4. Brazil
5. Canada
6. Colombia
7. Europe
8. Mexico
9. New Zealand
10. Paraguay
11. Southern Africa
12. U.S.

GROW WITH US

86% growth in membership since 2019

SOCIAL IS SKYROCKETING

Social Media engagement since 2021

864% LinkedIn
1,840.6% Facebook
17,700% Instagram
313.2% Twitter

OUR COMMITMENT

Animal Health & Welfare
Provide cattle with an environment in which they can thrive through best practices.

Climate
Reduce the net global warming impact of beef by 30%.

Nature Positive
Ensure the beef value chain is a net positive contributor to nature.
There are a wide range of sponsorship opportunities available for GRSB sponsor partners that put you and your company or organization at the forefront as an industry leader helping drive sustainability. Be associated with cutting edge education. Gain visibility on a global scale with conferences and meetings. Join exclusive gatherings of your peers. And elevate your brand as one of a select group who are leading the way.

Current sponsorship opportunities include:
- Sustainability Communicators Summit
- Global Conference on Sustainable Beef
- Growing number of informational webinars

Sponsorship packages provide benefits commensurate to each commitment level. All sponsors receive recognition on the GRSB Website home page, in GRSB email communications, and are included in the bi-monthly newsletter, Connect. Event registrations and signage are also key benefits for sponsors.

Find the sponsorship package that best fits where you want to be positioned as an industry leader.
# Sponsorship Packages

<table>
<thead>
<tr>
<th><strong>Title Sponsor:</strong> (1 Available)</th>
<th><strong>Presenting Sponsor:</strong> (1 Available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Your logo on Main Entrance Side Panels</td>
<td>• Your logo on Lower Level 2 Escalator</td>
</tr>
<tr>
<td>• Your logo above Lobby Escalator</td>
<td>• Your logo on one set of Elevator Doors</td>
</tr>
<tr>
<td>• Five guests at the VIP Reception on Monday evening, November 7th to meet and greet sponsors, and the GRSB Executive Committee</td>
<td>• Four guests at the VIP Reception on Monday evening, November 7th to meet and greet sponsors and the GRSB Executive Committee</td>
</tr>
<tr>
<td>• Closing Dinner Sponsor on Wednesday evening, November 9th with the introduction of Guest Speaker along with brief message about your company</td>
<td>• Opening Reception Sponsor on Tuesday, November 8th</td>
</tr>
<tr>
<td>• Five Complimentary Registrations for the Communicators Summit and the Global Conference</td>
<td>• Four Complimentary Registrations for the Communicators Summit and the Global Conference</td>
</tr>
<tr>
<td>• Logo with link on the scrolling banner ad on the Global Conference Mobile App</td>
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</tr>
<tr>
<td>• Upload promotional materials (flyer, white paper, etc.) on the Sponsor Page of the Global Conference Mobile Meeting App</td>
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</tr>
<tr>
<td>• Sponsor two webinars</td>
<td>• Sponsor one webinar</td>
</tr>
<tr>
<td>• All Sponsor logos listed for one year on the GRSB website slider deck</td>
<td>• All Sponsor logos listed for one year on the GRSB website slider deck</td>
</tr>
<tr>
<td>• Rotating sponsor logos of your organization as “Leading the Way” for one year on all GRSB Social Media channels to appear a minimum five times</td>
<td>• Rotating sponsor logos of your organization as “Leading the Way” for one year on all GRSB Social Media channels to appear a minimum four times</td>
</tr>
<tr>
<td>• Live mentions throughout the Summit and Conference</td>
<td>• Live mentions throughout the Summit and Conference</td>
</tr>
</tbody>
</table>

**Investment:** $45,000

**Investment:** $35,000
### SPONSORSHIP PACKAGES CONTINUED

#### PLATINUM SPONSOR: (5 Available)

- Your logo on three sets of Elevator Doors
- Three guests at the VIP Reception on Monday evening, November 7th to meet and greet sponsors and the GRSB Executive Committee
- Lunch Sponsor: Communicators Summit on Monday, November 7th, or Global Conference on either Tuesday, November 8th or Wednesday, November 9th (these lunch sponsor options are available on a first-come, first-served basis)
- Three Complimentary Registrations for the Communicators Summit and the Global Conference
- Logo with link in the scrolling banner ad on the Global Conference Mobile App
- Upload promotional materials (flyer, white paper, etc.) on the Sponsor Page of the Global Conference Mobile App
- All Sponsor logos listed for one year on the GRSB website slider deck
- Rotating sponsor logos of your organization as “Leading the Way” for one year on all GRSB Social Media channels to appear a minimum of three times
- Live mentions throughout the Communicators Summit and Global Conference

**INVESTMENT: $25,000**

#### DIAMOND SPONSOR: (1 Available)

- Your logo on Main Lobby Desks
- Your logo on one set of Elevator Doors
- Two guests at the VIP Reception on Monday evening, November 7th to meet and greet sponsors and the GRSB Executive Committee
- Two Complimentary Registrations for the Communicators Summit and the Global Conference
- Logo with link in the scrolling banner ad on the Global Conference Mobile App
- All Sponsor logos listed for one year on the GRSB website slider deck
- Rotating sponsor logos of your organization as “Leading the Way” for one year on all GRSB Social Media channels to appear a minimum two times
- Live mentions throughout the Communicators Summit and Global Conference

**INVESTMENT: $20,000**
### Sponsorship Packages Continued

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Available</th>
<th>Details</th>
</tr>
</thead>
</table>
| **Gold Sponsor:**  | (3 Available) | - Your logo on Ballroom Registration Signage
- One guest at the VIP Reception on Monday evening, November 7th to meet and greet sponsors and the GRSB Executive Committee
- Two Complimentary Registrations for the Communicators Summit and the Global Conference
- Logo with link in the scrolling banner ad on the Global Conference Mobile App
- All Sponsor logos listed for one year on the GRSB website slider deck
- Live mentions throughout the Communicators Summit and Global Conference |
| INVESTMENT: | $15,000 |

| **Silver Sponsor:**  | (3 Available) | - Your logo on Lower Level 2 Hallway Cling
- Break Sponsor on Monday, November 7th (Communicators Summit), or Tuesday, November 8th or Wednesday, November 9th with electronic signs outside of the General Session Ballroom (Two sponsored breaks each day)
- Two Complimentary Registrations for the Communicators Summit and the Global Conference
- Logo with link in the scrolling banner ad on the Global Conference Mobile App
- All Sponsor logos listed for one year on the GRSB website slider deck
- Live mentions throughout the Communicators Summit and Global Conference |
| INVESTMENT: | $10,000 |

| **National Roundtable Sponsor:** |  | - Shared logos on Lower Level 2 Artwork
- Sponsor the National Roundtable Reception on Tuesday, November 8th
- Logo with link in the scrolling banner ad on the Global Conference Mobile App
- A table to showcase and highlight the work of your roundtable to all attendees
- Live mentions throughout the Communicators Summit and Global Conference
- One Complimentary Registration for the Communicators Summit and Global Conference
| INVESTMENT: | $3,500 |

| **Contributor:** |  | - Shared logos on Lower Level 2 Artwork
- Logo in the scrolling banner ad on the Global Conference Mobile App
- All Sponsor logos listed for one year on the GRSB website slider deck |
| INVESTMENT: | $2,000 |
Be a part of what helps drive sustainability in the global beef industry by becoming a sponsor partner. Contact Katie Ambrose or Josefina Eisele to confirm the level that best fits the commitment your business or organization is ready to make to shape sustainability for our industry. **Let’s lead together.**

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