

SDSU - Little International
Animal Science Complex, Box 2170
Brookings, SD 57007

98th
Little International
"The Show Must Go On"

RETURN SERVICE REQUESTED

South Dakota State University's

98th Little International

"The Show Must Go On"



Advertising & Supporting Opportunities

MARCH 26-27, 2021

JOIN US FOR
SOUTH DAKOTA STATE UNIVERSITY'S
PREMIER ANNUAL AGRICULTURAL EVENT:
THE 98TH LITTLE INTERNATIONAL

What is Little International? How can you contribute?

Little International is the largest two-day agricultural exposition in the country fully planned, organized, and implemented by students at SDSU for the benefit of high school and collegiate students.

Our exposition provides students with an opportunity to compete in judging contests, showmanship competitions, and fitting competitions.

Why contribute?

Little "I" provides a fun, competitive opportunity for high school & college students to develop and refine skills essential for lifelong success in agriculture. Students can capitalize on the event by developing time management skills, responsibility, hard work, networking and personal achievement while enjoying the fun. Each sponsorship level allows you and your company to reach over 2,000 FFA members & advisors and hundreds of college students, alumni, and attendees while investing in future agriculturists.



As a student organization, we operate solely on donations, sponsorships, and advertisements. We seek financial assistance to remain a strong agricultural expo and provide great opportunities and experiences for the leaders of tomorrow. Monetary donations are essential to our success.

Here are three ways you can contribute:

1. Farm/Business Advertising
2. Sponsorship Supporters
3. Sponsor an Award

Look inside for a detailed description of each support opportunity. Please complete, detach, and mail us the return form by **January 31, 2021**. This form is all-inclusive and allows you to contribute in all interest areas with only one payment. To receive full recognition of your sponsorship, please return by **Jan. 31, 2021**, to ensure your name is on all printed material.

On behalf of the Little International Staff, thank you for your support! We would like you to attend the Little International festivities on March 26-27, 2021.

Jacob Rausch
98th Little "I" Manager

Advertising

Each year, our catalog reaches hundreds of farmers, ranchers, parents, teachers, students, 4-H and FFA members, businesses, and others attending Little "I".

Common advertisements (B&W):

- Full page ad (8" x 11" w/ .5" margin)- \$750
- Half page ad (8" x 5")- \$500
- Quarter page ad (4" x 5")- \$250

Please send a PDF of your ad to Sadie VanderWal at sadie.vanderwal@jacks.sdstate.edu, along with the return form indicating the size of advertisement you have selected. For more information and questions, please contact:

Sadie VanderWal

- sadie.vanderwal@jacks.sdstate.edu
- 605-887-7789



Little International is the largest student-led organization at SDSU with over 100 staff members.

Check us out on:



@SDSULittleI



@sdsu_little_international

& sdsulittleinternational.com

Sponsorships

The sponsorship program is designed for those who wish to make generous donations to Little "I".

Elite sponsors are the exclusive show sponsors for the species of their choice. Show sponsors are assigned on first-come, first-serve basis.

Elite Sponsor \$2,000+

- Full page color ad in the catalog
- Individual banner displayed at the show
- Recognition during Little "I"
- Advertising on social media & website
- Name feature on champion & reserve banners
- Show sponsor, also included in backdrop photos
- Opportunity to speak during the show

Platinum Sponsor \$1,000

- Full page ad in the catalog
- Name displayed on Platinum Sponsor banner
- Recognition during Little "I"
- Advertising on social media & website
- Name feature on champion & reserve banners

Gold Sponsor \$750

- Full page ad in the catalog
- Name displayed on Gold Sponsor banner
- Recognition during Little "I"

Silver Sponsor \$500

- Half page ad in the catalog
- Name displayed on Silver Sponsor banner
- Recognition during Little "I"

Bronze Sponsor \$250

- Quarter page ad in the catalog
- Recognition during Little "I"

Friend of Little "I": any amount

- Recognition during Little "I"

Cut along dashed line to detach form, secure in envelope, and mail to:

SDSU-Little International
Animal Science Complex, Box 2170
Brookings, SD 57007

Name: _____

Company (if applicable): _____

Address: _____

Phone Number: _____

Email Address: _____

Please check the appropriate boxes and complete any blank spaces to indicate your contribution to the success of Little "I".

Advertising

- Inside cover or back cover (\$1,000)
- Full page (\$750)
- Half page (\$500)
- Quarter page (\$250)

Sponsorships

- Elite Sponsor (\$2,000+)
- Platinum Sponsor (\$1,000)
- Gold Sponsor (\$750)
- Silver Sponsor (\$500)
- Bronze Sponsor (\$250)
- Friend of Little "I" (\$_____)

Overall Awards \$400

- Champion Round Robin Showman
- Reserve Champion Round Robin Showman
- High Point Upperclassroom
- High Point Freshman
- Lamb Lead Show Sponsor

Manager's Awards \$250

- Manager Award
- Assistant Manager Award



Hardest Worker & Honored Awards \$100

- Beef
- Dairy
- Sheep
- Goat
- Lamb Lead
- Swine
- Horse
- Pete Pritchett Award
- Honored Agriculturalists

4-H & FFA Judging Contest Sponsor \$2000

Each will receive a full page ad in the Little "I" catalog

Total Amount Enclosed: \$ _____
Make checks payable to: SDSU Little "I"

If the 98th Little "I" is cancelled unexpectedly, your sponsorship credit will roll over to 2022.

Comments or Favorite Little "I" Memory

For more information or questions about sponsorships, please contact Brandon Berg at brandon.berg@jacks.sdstate.edu or 262-422-3268.