



PARTNER GUIDEBOOK



REPRESENTING THE GREAT SOUTHWEST

WHO WE ARE

Texas & Southwestern Cattle Raisers Association is the largest and oldest organization representing cattle raisers in Texas, and among the nation's most respected. Built from the voices of ranchers, farmers, landowners and those who live for this land, the association protects the stewards of natural resources and livestock in the Southwest. A team of volunteer leaders, law enforcers, educators, government affairs specialists and more are dedicated to representing the needs of Texas & Southwestern Cattle Raisers Association members.

OUR AUDIENCE

No one reaches the cattle industry like Texas & Southwestern Cattle Raisers Association. Representing more than 28,000 cattle raisers, the association connects organizations and leading brands seeking to engage with ranchers, farmers, landowners and those who live for this land across a multitude of platforms.



PARTNERING WITH TEXAS & SOUTHWESTERN CATTLE RAISERS ASSOCIATION

The following pages present a snapshot of partnership opportunities to fit any budget.

Texas & Southwestern Cattle Raisers Association provides optimal exposure to its membership and significant return on investment for your marketing dollars. For rate sheets and detailed sponsorship opportunities, please reach out to our team.

TSCRA Contacts:

GRACE DUNHAM

Executive Director of Partnerships and Events
gdunham@tskra.org • 817.916.1745

KYLE CONWAY

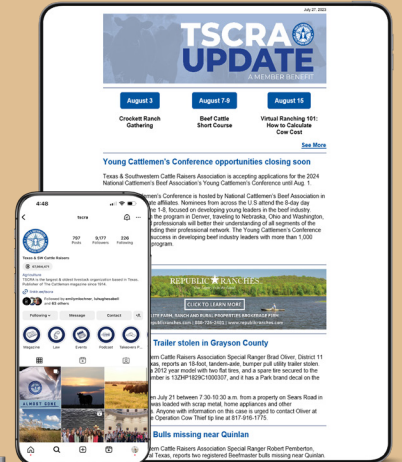
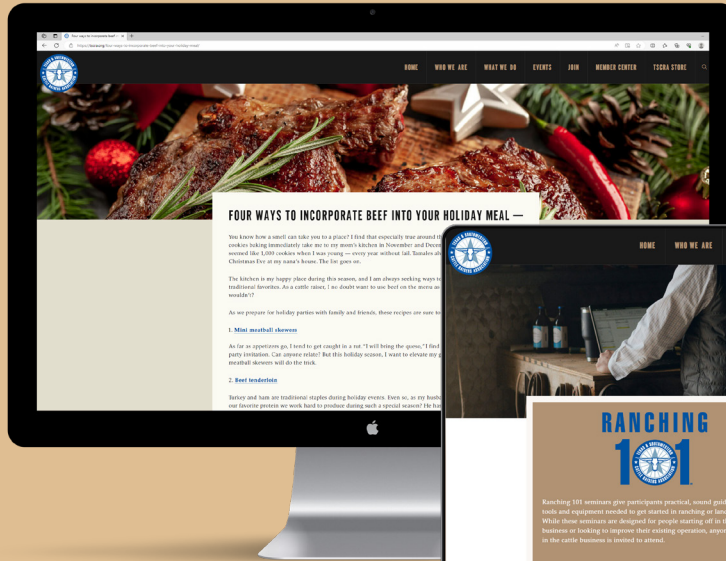
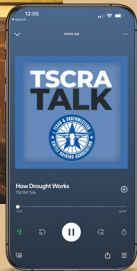
Director of Corporate Relations and Sponsorships
kconway@tskra.org • 817.916.1746



Advertising Policies & Guidelines:

Texas & Southwestern Cattle Raisers Association collaborates with clients to forge meaningful connections with its exclusive audiences. The association approaches this through purposeful communication that caters to the client needs. Texas & Southwestern Cattle Raisers Association reserves the right to decline advertisements inconsistent with its mission, advertising policies, and/or at its own discretion. Advertisements with Texas & Southwestern Cattle Raisers Association may not contain content that can be viewed as discriminatory or information that is fraudulent or falsified. All advertising creatives must meet formatting, resolution, dimensions and color specifications set by Texas & Southwestern Cattle Raisers Association. Cancellations must be received in writing prior to artwork submission deadlines. Cancellation requests made after art submission deadlines may not be honored and will be invoiced in full.

PARTNER PLATFORMS



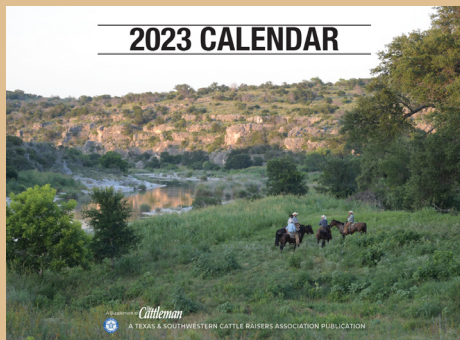
The Cattleman
8

TSCRA Talk
10

Website Platforms
12

Webinars
12

Email Marketing & Social Media
14



Special Print Resources & Guides
15

Member Mailings
16

Events
18

Foundations
20

Discount Program
22

THE CATTLEMAN

For more than a century, *The Cattleman* magazine has published exclusive monthly content for Texas & Southwestern Cattle Raisers Association members. It is the oldest continuous publication in Texas and a valued resource for more than 26,000 readers. This consists of readership and household representation through the print publication, as well as the digital magazine reach through Texas & Southwestern Cattle Raisers Association's Member Center.

FULL-COLOR PRINT ADVERTISEMENTS

BREEDERS BULLETIN BOARD - CLASSIFIED ADVERTISING

SPONSORED CONTENT

HIGH IMPACT UNITS

It's been another dry summer. Forage left standing may not be enough to keep pounds on the cows. If shipping in feed is imminent, it begs the common question, "Can my business handle these extra costs?"

That's where pasture, rangeland and forage insurance can help, assures Austin Tucker of Specialized Crop Insurance. He presented an overview of this coverage at the 2023 Cattle Raisers Convention & Expo in Fort Worth.

Tucker, a Texas native now living in Alabama, works exclusively with this type of insurance to help ranchers and farmers across the country mitigate risks during drier-than-normal months.

The premise of pasture, rangeland and forage insurance is simple, he explains. "You receive payment if the expected amount of rain is less than the historical average and falls below your coverage level."

Established in 2007, the USDA government-subsidized pilot insurance program helps offset costs incurred from drought, which are otherwise not eligible under the program.

Coverage rates and terms are determined by USDA's Risk Management Agency using precipitation documents, atmospheric Adirondack Rainfall Index.

Specifically, pasture, rangeland and forage insurance protects land used for grazing and defines grazing land as acreage for livestock to roam and feed, which is classified as being mechanically improved.

Available in the 48 contiguous states, Tucker recommends considering pasture, rangeland and forage insurance, especially those in drought-prone areas.

He breaks down the four components of the program — location, time periods, per acre and coverage level — in more detail.

at least two, the entire year.

NOV./DEC.

NOV.

September 2023

The Cattleman

SEPTEMBER 2023

RESEARCH REPORT

Chronic wasting disease insights.



IN FULL VIEW

Coastal prairie stewardship and preservation on Parks Ranch.

A TEXAS & SOUTHWESTERN CATTLE RAISERS ASSOCIATION PUBLICATION

The Cattleman

JULY 2023

AT THE AUCTION

Honoring the history and heritage of rural markets.

DEMAND SPARKS

A look back at 30 years of beef research and progress.

The Cattleman

STAYING TRUE

Keeping a customer-first mindset at Forester family auction markets.

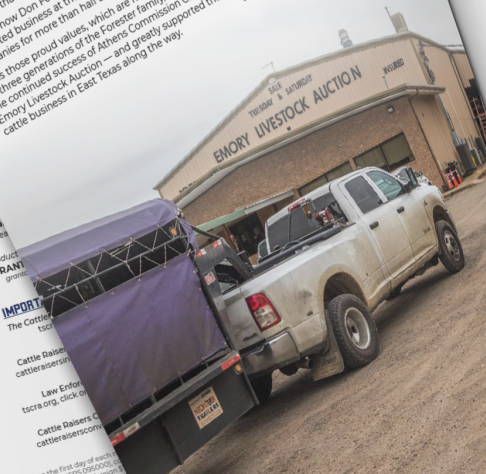
story and photos by Mike Barnett

Honesty. Integrity. Look a person in the eye when making a deal. Seal it with a handshake. Do what you commit to — every time. And that's how Don Forester and his brother, Peewee, make sure that check you are writing is always good. It is those proud values, which are now carried on by three generations of the Forester family, that led to the continued success of Altens Commission Co and Emory Livestock Auction — and greatly supported the cattle business in East Texas along the way.

"They stick with what they tell you," says Dean Campbell of Chandler, who has purchased and sold cattle at the Altens auction since the brothers acquired it 50 years ago. "They talk you anything, you can take it to the bank."

Don, 83, still works the Emory auction market on Tuesdays and Saturdays, and where on Friday, but is slowly transitioning to a less active role.

His lifelong business partner and brother Peewee, died in 2011. Today, their children and grandchildren — indistinguishable with the values of the past — are making their own mark in the cattle business of the future.



66

THEY



TSCRA TALK

A monthly award-winning podcast by Texas & Southwestern Cattle Raisers Association, *TSCRA Talk* deep dives into conversation about relevant issues, people and organizations impacting the beef industry. Podcast episodes entertain and engage Texas & Southwestern Cattle Raisers Association members and beyond, with annual downloads averaging 6,600.

PRE-ROLL AND POST-ROLL ADVERTISEMENTS

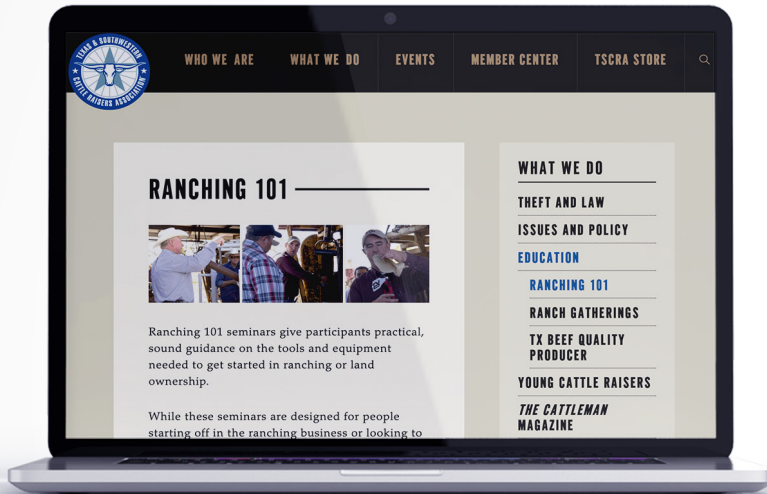
RECOGNITION WITHIN EPISODE SHOW NOTES

SOCIAL MEDIA PROMOTION HIGHLIGHTING PARTNERSHIP

DIGITAL NEWSLETTER DEPLOYMENT WITHIN *TSCRA UPDATE*

OPPORTUNITY TO IDENTIFY PODCAST GUEST





WEBINARS

Education is among the top reasons for joining Texas & Southwestern Cattle Raisers Association. Regularly scheduled webinars provide opportunities for members to learn year round. Ranching 101 offers monthly educational content to beginning cattle raisers, providing opportunities for experts and industry leaders to connect with more than 2,300 viewers each year.

Sponsor partners can address webinar guests through a live or recorded video before and after the educational session. Independent educational webinars outside of the Ranching 101 brand are available to active Texas & Southwestern Cattle Raisers Association partner members.

**PRE- AND POST-RECOGNITION WITHIN WEBINAR
OPPORTUNITY TO IDENTIFY WEBINAR GUEST
SPONSORSHIP RECOGNITION WITHIN PROMOTION MATERIALS**

WEBSITE PLATFORMS

Texas & Southwestern Cattle Raisers Association maintains a robust online presence through TSCRA.org. Paid advertising placements within the website allow for brand exposure to site visitors. With targeted placement opportunities across content areas within the TSCRA.org blog, advertisers can optimize advertising placement among target audiences or reach a broader audience through impression-based advertising. Additional brand integrations through sponsored blog content also allow unique feature opportunities that blend seamlessly with other TSCRA.org content.

LEADERBOARD ADVERTISEMENTS

VERTICAL BANNER ADVERTISEMENTS

SPONSORED BLOG CONTENT



EMAIL MARKETING

Reach cattle raisers directly through email marketing. Texas & Southwestern Cattle Raisers Association's popular daily electronic newsletter, *TSCRA Update*, is designed to keep members up to date on the latest headlines impacting the cattle industry throughout Texas, the Southwest and beyond. The newsletter is sent to more than 12,000 members each weekday. Digital advertising opportunities are available through month-long digital banner advertisements. Discounts are available for partners seeking opportunities for six months or longer.

Additional opportunities are available to reach the cattle raisers membership through standalone email communication. Content is subject to approval, and this opportunity is limited to current Texas & Southwestern Cattle Raisers Association partner members.

***TSCRA UPDATE* (LEADERBOARD ADVERTISEMENTS)**

PARTNER HIGHLIGHT EMAILS

SOCIAL MEDIA

Texas & Southwestern Cattle Raisers Association welcomes select brands to share expertise valuable to its membership. This storytelling approach is designed to showcase products and services through relevant brand integration. Content is subject to approval and should be relevant, educational or inspirational in nature. This opportunity is limited to current Texas & Southwestern Cattle Raisers Association partner members. Example brand integrations include:

ORGANIC AND PAID SOCIAL MEDIA CONTENT

SHOPPABLE STORIES

PRODUCT PLACEMENT

SPECIAL PRINT AND RESOURCE GUIDES

Texas & Southwestern Cattle Raisers Association offers opportunities for branded special print and resource guides. These can be unique to each product, and Texas & Southwestern Cattle Raisers Association welcomes opportunities to collaborate for resources among its membership.

Cow-calf production calendar - Resource providing key production timelines for Southwestern cow-calf producers. An exclusive presenting sponsor opportunity is available to active partner members, as well as supplemental content promotion.

Wall calendar - Texas & Southwestern Cattle Raisers Association's annual wall calendar is distributed to *The Cattleman* print subscribers each year. Print and banner advertisements allow for featured sale and event inclusion within the calendar.

Individual print and resource guides not listed are considered at the request of partners.



MEMBER MAILINGS

Directly reach Texas & Southwestern Cattle Raisers Association members through direct-mail campaigns. Specific direct mail opportunities are limited to and reserved for partners based on their cumulative support of Texas & Southwestern Cattle Raisers Association activities during the calendar year. Direct mail list may be segmented by operation size, ZIP code, county or other criteria. The timings and cost of the mailings are the responsibility of the sponsor. The membership list is not sold to third parties. Eligibility inquiries may be directed to your sales representative.

DIRECT MAIL TO ACTIVE ASSOCIATION MEMBERS

PRE-OR-POST MAILINGS TO EVENT ATTENDEES

LAPSED MEMBER MAILING SPONSORSHIPS

NEW MEMBER MAILING SPONSORSHIPS



EVENTS

Event marketing allows brands and partners to connect directly with Texas & Southwestern Cattle Raisers Association members. Brands partnering with the association are afforded quality engagement before, during and after events. Opportunities include:

Cattle Raisers Convention & Expo - The largest cattle industry event in the Southwest, bringing together 4,000 attendees to Fort Worth for business, educational and social opportunities each spring.

Summer Meeting - A mid-year policy focused event drawing an average of 400 cattle raisers to various destinations throughout Texas, Oklahoma and New Mexico.

Ranch Gatherings - Regional events providing a free beef meal and updates across important issues and news within Texas & Southwestern Cattle Raisers Association to both members and non-members alike.

Board & Committee Meetings - Business-style meetings held throughout the year for leadership within Texas & Southwestern Cattle Raisers Association.

Cattle Raisers Roundup - A week-long summer camp for completed high school sophomores, junior and seniors interested in a future within the beef industry.

Leadership Launch - A two-day program in Texas' Capitol for high school juniors and seniors interested in agricultural policy.

Cattle Raisers Collegiate Conference - A three-day conference for college students interested in growing their careers in the beef industry.

Young Producer & Professional Events - Gatherings for cattle raisers aged 25 to 40 to network in a social or educational setting with one another and Texas & Southwestern Cattle Raisers Association.

PRE-AND-POST EVENT RECOGNITION

ON-STAGE SPEAKING OPPORTUNITIES

EXCLUSIVE SESSION PRESENTING SPONSORSHIPS

ENTERTAINMENT AND RECEPTION SPONSORSHIPS

MEAL AND BREAK SPONSORSHIPS

EXHIBITOR TRADE SHOW BOOTHS

BRANDED MERCHANDISE OPPORTUNITIES

Event-specific opportunities available upon request.



FOUNDATIONS

Texas & Southwestern Cattle Raisers Association is proud of its rich network of partners, and encourages tax-deductible gifts to a number of 501(c)(3) charitable foundations that support the industry.

TSCRA SPECIAL RANGER FOUNDATION

The Special Ranger Foundation is a nonprofit to fund the Texas & Southwestern Cattle Raisers Special Rangers investigative and safety equipment, training and technology. Special Rangers receive no membership dues or local, state or federal funding for these necessities.

The Special Ranger Foundation holds a silent auction in conjunction with the Cattle Raiser Convention & Expo in March. Auction items or direct monetary gifts can be given year round.

TSCRA LEADERSHIP DEVELOPMENT FOUNDATION

The Leadership Development Foundation provides high school, college-aged students and young professionals with educational and networking opportunities to allow for future growth. This includes professional development, scholarships, education and internships among other opportunities. The foundation also allows for networking among young producers and professionals aged 25-40, helping them build successful operations that contribute to and support the overall beef industry.

TSCRA DISASTER RELIEF FUND

The Disaster Relief Fund provides financial assistance and relief to ranchers and landowners in Texas and Oklahoma who are victims of a natural disaster. Assistance funds are designated for damage that occurred in disaster counties as declared by Texas.

The fund also provides support to charitable organizations that provide assistance to victims of natural disasters.



MEMBER-ONLY BENEFITS

Say thank you to loyal customers and build a customer-base through Texas & Southwestern Cattle Raisers Association member-only benefit opportunities. These partnerships are promoted in new member marketing efforts, creating long-term, regular brand exposure. While partnerships are unique, many feature exclusive discounts, programs and products for Texas & Southwestern Cattle Raisers Association members.

BRAND EXCLUSIVITY OPPORTUNITIES

LOGO INCLUSION WITHIN *THE CATTLEMAN* MAGAZINE

FEATURED BENEFIT IN NEW MEMBER COMMUNICATION

HIGHLIGHT WITHIN TSCRA MEMBER CENTER



MEMBER





Texas & Southwestern Cattle Raisers Association
P.O. Box 101988, Fort Worth, TX 76185
tscra.org | 1.800.242.7820
advertising@tscra.org

Updated as of December 2023