2022 DRA Convention
Sponsorship Opportunities

About the DRA Convention

- **Who Attends?** Dude Ranchers' Association member ranches, corporate members, vendors, sponsors and special friends of the dude ranching industry and DRA.
- **What Happens?** Folks of dude ranching from across the Western United States come together to network and engage in educational opportunities specific to the dude ranch industry. A highly sought-after trade show takes place during the event and there is definitely fun to be had!
- **When is the Event?** January 17-20, 2022
- **Where is the Event?** Rancho de los Caballeros, Wickenburg, AZ
- **Size:** Approximately 275+ people

Standard Corporate Member Benefits

- As a corporate member, you have the opportunity to be involved in the dude ranch industry, interact with member ranches, sell products and stay informed to new industry trends and issues.
- $300 corporate memberships are processed through the Dude Ranch Foundation and are tax-deductible.
- New members receive a one-time FREE ¼ page ad in the DRA's bi-monthly newsletter.
- Listed with link on Dude Ranch Foundation website.
- Listed with link on DRA website.
- Listed in DRA Member Resource Directory (sent directly to members 2 times a year & is available on DRA website).
- Opportunity to have a vendor booth at the DRA's Annual Convention.

Convention Sponsorship Levels

Silver	Gold	Platinum
$750 or Less	$1,500 - $2,000	$3,000+

All sponsors will receive the following basic benefits:

- Announced in bi-monthly *Ranch Ramblings* newsletters *(Announcement is dependent on timing of sponsorship commitment)*
- Logo included in printed convention program
- Logo placed on sponsor "Thank You" poster displayed at convention
- Recognition in master PowerPoint slides displayed between speakers and meeting
- Company listing and link on DRA website in the sponsors section of the convention information
- Recognition on all copies of agenda next to event(s) sponsored if applicable

Silver Level Sponsorship

Benefits of a Silver Level Sponsorship Include:

- All fore mentioned benefits
- Electronic list of final attendees with full contact information following the convention
- With early commitment, logo included in all pre-convention emails and promotion
- Signage displayed near refreshments of event sponsored if applicable
- 25% discount advertising in the annual convention issues (December & February) of *Ranch Ramblings*
- Silver level sponsor designation ribbon/pin for nametag

Silver Sponsorships Available:

- Coffee Break Sponsor - $750 - Jan. 18, 2:15-2:45pm
- Refreshments Sponsor - $750 - Jan. 19, 3:00-4:30pm
- Coffee Break Sponsor - $750 - Jan. 20, 10:00-10:30am

Gold Level Sponsorship

Benefits of a Gold Level Sponsorship Include:

- All fore mentioned benefits
- 1 complimentary registration pass *(must commit to sponsorship before registration is paid)*
- Verbal and visual recognition during event
- Gold level sponsor designation ribbon/pin for nametag

Gold Sponsorships Available:

- Welcome Night Sponsor - $2,000

  Jan. 17, 5:00-6:30pm