



CALIFORNIA PORK PRODUCERS ASSOCIATION

1225 H Street, Suite 106—Sacramento, Ca 95814

Phone: (916) 447-8950 Fax: (916) 443-1506

Email: info@calpork.com Website: www.calpork.com

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Executive Director

Lesa Carlton
Sacramento

October 15, 2011

Dear Allied Industry Leader,

The California Pork Producers Association is hosting the 2011 Western All Breeds Show and Sale in Reno, Nevada on December 9-10, 2011 and the California Pork Spectacular in Turlock, California on March 9-11, 2012. The format of these events is designed to serve all producers in the industry. This year we are offering a package rate to advertise and promote your business at both events. We hope that you will find it advantageous to showcase your company in Reno and Turlock.

We anticipate a large crowd throughout the run of the shows and sales and would like to extend the opportunity to share your business with those in attendance. We will be hosting several different activities, from educational to entertaining. In order to allow you to showcase your business and interact with the industry members, you can purchase booth space at one or both events. The booth space sponsorship will allow you to set up a booth, display a banner, and include your ad in the show and sale catalog.

This year, we are also seeking award sponsorships. This option allows companies and individuals who do not have a tradeshow booth to be recognized for their support. As an award sponsor, the donor will be recognized when the award is being presented to the winner. Additionally, if you would like to support the CPPA Youth program you can donate an item for the Pig in a Poke Auction, which takes place at the Annual Awards dinner at the Pork Spectacular.

Included with this letter is a Sponsor Form for you as a guideline, but we are always willing to discuss creative sponsorships. If you have any questions please contact Lesa Carlton Executive Director of the California Pork Producers Association at (916) 447- 8950 or by email at lesa@calpork.com.

We are looking forward to an exciting and eventful show and sale, and your contributions are truly appreciated.

Respectfully,

Lesa Carlton
Executive Director



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WESTERN ALL BREEDS AND PORK SPECTACULAR SPONSORSHIP

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Trade Show Booth	Amount	Total
Booth Space at Western All Breeds	\$175.00	
Booth Space at Pork Spectacular	\$175.00	
Combo Booth Space (both events)	\$325.00	
Sponsorship		
Supreme Sponsorship Level	\$500.00	
Champion Sponsorship Level	\$300.00	
Winners Circle Sponsorship Level	\$200.00	
Youth Auction		
Yes, I will donate an item to the Pig in a Poke Auction		
	Total	

In order to assure your company be recognized in the show catalog, please have all information to the CPPA office by December 1 for the Western All Breeds, and March 1 for Pork Spectacular.

Visit www.calpork.com for up to date information regarding each show and sale!