



Milton E. Charanza, Jr.  
979-450-8588

**To: Potential Sponsors of ABBA F1 and TBA Brahman Sale – March 21, 2020**

The 33<sup>rd</sup> Annual ABBA F1 Female and TBA Brahman Female Sale will be held at Caldwell Livestock Commission in Caldwell, Texas on March 21, 2020 at 1:00 p.m. This year's sale will be managed by Milton Charanza, Broken Triangle Cattle Marketing. We are expecting more than 600 Golden Certified, Certified F1 females and F1 Plus females, along with 100 plus Registered and Purebred Brahman, Hereford and Angus females. A select set of bulls will also be included in the offering, consisting of 10 each of Brahman, Hereford and Angus.

This sale is a great opportunity to be in front of cattle producers as a sponsor. It helps demonstrate a commitment to the beef industry and the ABBA organization. Sponsorships assist by offsetting the costs of premiums, judges, championship banners, and the welcome supper on Friday night. All of those details are the reason this sale is popular among some of the best consignors in the commercial and registered industries.

If you are interested in purchasing a sponsorship, please review the categories below and fill out the enclosed sponsorship form on the following page. Please call us with any questions. We appreciate your support.

**\$2,500.00 Corporate Sponsorship**

An eblast from ABBA and Broken Triangle Cattle Marketing (that includes more than 10,000 active emails) will be sent out recognizing you as a corporate sponsor and directing them to your website. Your logo will be included on the Cattle In Motion Telecast on Thursday, Friday and Saturday, and will be listed in the sale program, websites, banners, and run continuously during the sale (30-second rotation) on two CIM televisions in the sale arena. Additional recognition of your sponsorship will be made on Friday night and Saturday before the sale. You can set up a booth with your promotional information on Friday and Saturday.

**\$1,000.00 Gold Sponsorship**

Your logo will be included on the Cattle In Motion Telecast on Thursday, Friday and Saturday, and will be listed in the sale program, websites, banners, and run continuously during the sale (15-second rotation) on two CIM televisions in the sale arena. Additional recognition of your sponsorship will be made on Friday night and Saturday before the sale. You can set up a booth with your promotional information on Friday and Saturday.

**\$500.00 Silver Sponsorship**

Your logo will be included on the Cattle In Motion Telecast on Thursday, Friday and Saturday and will be listed in the sale program, banner, and run continuously during the sale (10-second rotation) on two CIM televisions in the sale arena. Additional recognition of your sponsorship will be made on Friday night and Saturday before the sale.

**\$250.00 Ranch Sponsorship**

Your ranch name will be included on the Cattle In Motion Telecast on Thursday, Friday and Saturday and will be listed in the sale program and run continuously during the sale (5-second rotation) on two CIM televisions in the sale arena.

***Deadline to submit sponsorship information and payment is March 9, 2020.***

33<sup>rd</sup> Annual ABBA National F1 Female and  
TBA Registered and Purebred Brahman Female Sale  
Saturday, March 21, 2020



**Sponsorship Form**

\_\_\_\_\_ Yes I would like to sponsor the ABBA National F1 and Brahman Sale

**Sponsorship Levels:**

- \_\_\_\_\_ **CORPORATE**      \$2,500.00 (email logo to milton@brokentrianglecattle.com)
- \_\_\_\_\_ **GOLD**              \$1,000.00 (email logo to milton@brokentrianglecattle.com)
- \_\_\_\_\_ **SILVER**             \$500.00 (email logo to milton@brokentrianglecattle.com)
- \_\_\_\_\_ **RANCH**              \$250.00

**Sponsor Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

***DEADLINE TO SUBMIT SPONSORSHIP INFORMATION AND PAYMENT: March 9, 2020***

**Make checks payable to:** Broken Triangle Cattle Marketing  
8969 County Road 410  
Caldwell, Texas 77836