



## *Dear Potential Sponsor,*

The Shorthorn Youth Development Fund was established in 2020 to provide financial support that will sustain and expand excellent programming to develop Shorthorn youth as cattle producers and responsible, productive citizens.

According to a 2015 survey conducted at the Shorthorn Impact Conference, 61% of the breeders in attendance were junior members. These active members of the American Shorthorn Association prove how important youth development is, and that junior involvement is the pathway to the future success of our breed.

One example of excellent programming for junior members is the National Junior Shorthorn Show & Youth Conference. Close to 400 young people and their families come together to compete with cattle in the show ring and as individuals and teams in a variety of contests. It's an action-packed week of learning and fun that develops skills, knowledge and confidence, along with love for the breed and friendships that last a lifetime. The cost to produce this annual event is more than \$250,000, mostly raised through sponsorships and donations.

The Shorthorn Youth Development Fund is a 501(c)(3) non-profit organization, a financial resource to directly invest in the future of the breed that is your business, your lifestyle and your passion. The reason for building this new fundraising platform was to streamline the donation process and make contributing to youth development more accessible for everyone, especially those whose business directly benefits from junior and family customers.

You can provide support in several ways: offering a lot in your annual sale and giving 50% or 100% of the proceeds, donating a specific dollar amount and paying it on an annual, quarterly or monthly basis or sponsoring the NJSS with a corporate or family gift. The fund accepts checks, credit cards and direct debit from your bank account. No contribution is too small, and every dollar counts! Everyone will be recognized publicly for their participation.

By making the commitment to “pay it forward” through an annual contribution to the Shorthorn Youth Development Fund, today's breeders accept responsibility of seeing to it that our youth have the development opportunities they need to prepare for their time as the Shorthorn breeders of tomorrow.



This year, we will not be hosting the Leading a Legacy sale in Dunlap, Iowa, instead we will have a larger fundraiser in Louisville, Kentucky, at the North American International Livestock Exposition. We will auction off the Foundation Heifer during the Deck the Stalls Extravaganza.

The Foundation Heifer is Martindell Babe 048, donated by Martindell Farms, LLC. We will continue raising money for the Foundation Heifer this year. Next year, we will be asking for annual pledges towards the Shorthorn Youth Development Fund.

If you donate towards the female or make a pledge donation, you will become a member of the new “Shorthorn Red, White and Roan Club.” Membership level is based on the actual monetary value of your donation:

**Red, White and Roan: \$1,000**

**Red: \$500**

**White: \$250**

**Roan: \$100**

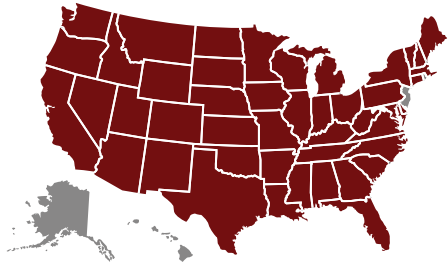
Red, White and Roan Club Members receive the following:

- Recognition in the Shorthorn Country magazine.
- Acknowledgement of your donation on the ASA and AJSA social media.
- Recognition of your donation on the ASA and AJSA website.

The fund accepts checks, credit cards and direct debit from your bank account. You can even set your contribution up to be billed directly to your DigitalBeef Shorthorn Registry account. No contribution is too small, and every dollar counts!

# SHORTHORN YOUTH DEVELOPMENT FACTS

*Building youth programs to ensure and expand the future of the breed.*



**6,000 JUNIOR MEMBERS**  
**46 STATES**

IN A SURVEY CONDUCTED IN 2015, **61%** OF ASA IMPACT CONFERENCE ATTENDEES WERE FORMER JUNIOR MEMBERS.

IT TAKES **\$250,000**  
TO SUCCESSFULLY HOST THE  
NATIONAL JUNIOR SHORTHORN  
SHOW & YOUTH CONFERENCE

## EVERY \$ COUNTS.

EVERY DOLLAR RAISED BENEFITS AMERICAN JUNIOR SHORTHORN ASSOCIATION YOUTH EVENTS.

Other Youth Events:  
Summit IGS Leadership Conference  
Youth Beef Industry Congress  
Junior Board Events  
Internships

*Donating is investing in the future of the breed.*

OUR JUNIOR EVENTS ARE NOT  
POSSIBLE WITHOUT THE SUPPORT  
OF OUR BREEDERS. **WE THANK YOU**  
FOR ALL YOU DO.

*Shorthorn* **YOUTH**  
**DEVELOPMENT**  
*fund*

Please contact [shelby@shorthorn.org](mailto:shelby@shorthorn.org) if you would like to donate.

## NEW WAYS TO CONTRIBUTE

50% of a live lot from your sale  
and/or  
100% of a Genetic Lot from your sale

### Ways to Support the Juniors:

Foundation Heifer Donation  
Annual Meeting Fundraiser  
NAILE Fundraiser  
NJSS Sponsor Level  
Contact us for more!

THE SHORTHORN YOUTH DEVELOPMENT FUND IS A 501 (C)(3) NON-PROFIT ENTITY. ALL FUNDS GATHERED ARE USED FOR YOUTH EVENTS & EXPANSION OF THE JUNIOR PROGRAM.

# Shorthorn Red, White and Roan Club Agreement

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FARM/RANCH NAME

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FARM/RANCH CONTACT

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MAILING ADDRESS

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CITY

STATE

ZIP

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PHONE

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EMAIL

Nothing herein shall establish a partnership or joint venture with parties involved. Sponsorship does not permit the Sponsor to have any rights or responsibilities in the operation of the ASA, AJSA or related events.

In return for its investment the Sponsor will receive advertising and promotional recognition detailed in this agreement. The Sponsor is responsible for providing the appropriate materials for those efforts by established due dates after discussion with the director of marketing.

*Please select pledge option.*

**Red, White and Roan \$1,000** \_\_\_\_\_ **Red \$500** \_\_\_\_\_

**White \$250** \_\_\_\_\_ **Roan \$100** \_\_\_\_\_

*Form of payment.*

*If you would like an invoice or to pay by credit card, contact [shelby@shorthorn.org](mailto:shelby@shorthorn.org) or call at 816.599.7777.*

**Check** \_\_\_\_\_

**Registry Account** \_\_\_\_\_

*Please fill out member number if you would like it billed to registry.*

**Member Number** \_\_\_\_\_

*If you would like the pledge to be split between a few months, please contact [shelby@shorthorn.org](mailto:shelby@shorthorn.org)*

*Please return the information on this form to: Shelby Diehm, [shelby@shorthorn.org](mailto:shelby@shorthorn.org)*

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Accepted and agreed by authorized donor signature

DATE