



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.



All breeders in the U.S. who host an annual production sale, consignment sale, bull sale or online sale are being asked to commit to donating the proceeds of either an animal or a genetics lot in their annual sale:

- An animal lot (live animal or pregnancy) will be known as “Lot 50” and 50% of the proceeds of the sale of that lot will be donated to the Shorthorn Youth Development Fund. This donation can be assigned the lot number of your choice.
- A genetics lot (embryo or semen package) will be known as “Lot 100” in your catalog and 100% of the proceeds of the sale of that lot will be donated to the Shorthorn Youth Development Fund. This donation can be assigned the lot number of your choice.

If you agree to be a part of this program, you will become a member of the new “Shorthorn Royal Society.” Membership levels are based on the actual monetary value of your donation to the Shorthorn Youth Development Fund.

Diamond : \$5,000+
Ruby: \$2,500 - \$4,999
Emerald: \$1,000 - \$2,499
Sapphire: Less than \$1,000

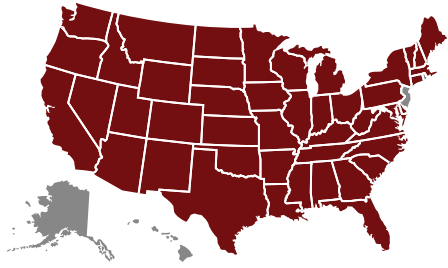
Shorthorn Royal Society Donors receive the following:

- Before your sale the ASA and AJSA will share your sale catalog via social media and the Shorthorn Insider (sent to 6,000+ people) to promote the sale of your donation lot(s) and encourage people to view your sale.
- Report featuring you and your donation in the Shorthorn Country magazine following your sale.
- Recognition in the Shorthorn Country magazine each month for your sponsorship level.
- Acknowledgement of your donation on the ASA and AJSA social media.
- Recognition of your donation on the ASA and AJSA website.

ASA will provide art to clearly designate your donation, along with a professionally designed PDF file in various sizes (1 page, ½ page, 1/3 page, ¼ page) that can be dropped-in to your catalog or posted on your online site to promote your donation to the Shorthorn Youth Development Fund.

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 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 Royal Society Donation Agreement

FARM/RANCH NAME

FARM/RANCH CONTACT

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

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 donation option.

Lot 50 50% of live animal lot _____

Lot 100 100% of genetic lot _____

Please include information about the lot.

ANIMAL(S) NAME

ANIMAL REG #(s)

ADDITIONAL ANIMAL INFORMATION

We will be in contact to confirm donation lot information and request any more required details. You will need to send a check following your sale or we can add your total donation amount to your Shorthorn Registry account.

Please return the information on this form to: Shelby Diehm, shelby@shorthorn.org

Accepted and agreed by authorized donor signature

DATE