



# New SPONSORSHIP OPPORTUNITY *\$1,000 BEST Booster*

## ABOUT BEST

BEST (Beef Exhibitor Show Total) is a youth development program of the Ohio Cattlemen's Association (OCA) that will begin its 27<sup>th</sup> year with the 2025-26 season. The program runs from late November through the Ohio Beef Expo in March and concludes with the OCA BEST Awards Banquet in May. The BEST program continues to grow setting new records each year.

The OCA BEST program promotes educating Ohio's juniors about beef industry issues and rewards the successful accomplishments and hard work of those junior beef producers. The BEST program is proud to help grow the next generation of industry and community leaders through educational initiatives, leadership development, scholarships, mentoring, and community service efforts.

## PROGRAM REACH

The scope of the program reaches far beyond the BEST participants. In 2024-25 the nine weekends of sanctioned shows had a total of over 8,000 head of cattle exhibited from Ohio and across the Midwest. Consistently over 300 youth participated in showmanship each weekend, with nearly 600 showmanship participants at the Ohio Beef Expo.

In addition to the in-person reach, all BEST sanctioned shows are broadcast online through Walton Webcasting, the industry leader for broadcasting livestock shows. The nine weekends of BEST shows had a total unique viewership of over 168,000 people watching online providing the program's sponsors with tremendous impact and return on their investment.

## BEST BOOSTER BENEFITS

Each sponsor not only contributes to the success and growth of youth in the beef industry but the sponsorship also includes several recognition opportunities:

- BEST Booster's logo on show ring banner with other Boosters
- BEST Booster recognized throughout event in show ring announcements
- BEST Booster included in each show's online broadcast
- BEST Booster will be regularly recognized in OCA's magazine
- BEST Booster will be regularly recognized on OCA's website - [ohiocattle.org](http://ohiocattle.org)
- BEST Booster will be regularly recognized on OCA's social media platforms

## BECOME A BEST BOOSTER

Scan the QR code and complete the form to become an \$1,000 BEST Booster for the 2025-26 BEST season.



If you have questions regarding the BEST Booster sponsorship please contact one of the individuals below or the OCA office.

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