



Arizona National Livestock Show Ranch Replacement Show & Sale And Cattlemen's Day

For over 68 years, the Arizona National Livestock Show, a non-profit association has continued to be the premier livestock show of the Southwest, with a mission of "Growing the Future." Arizona National Livestock Show, Inc produces the annual Arizona National Livestock Show which will be celebrating the 68th Show this year and the 52nd annual Arizona National Horse Show. The livestock show attracts over 7,000 attendees in addition to the 3,000 competitors.

Organization's Values and beliefs

- ✓ We believe in youth development and in providing leadership opportunities
- ✓ We believe in supporting higher education through stewardship and engagement
- ✓ We believe in the action of serving others and our community through volunteerism
- ✓ We believe in Honoring the Past
- ✓ We believe in Celebrating the Future
- ✓ We believe in Sharing the value that agriculture contributes to all citizens
- ✓ We believe in telling the story of where our food comes from
- ✓ We believe in healthy and fair livestock competitions
- ✓ We believe in supporting family values and a healthy lifestyle
- ✓ We believe in fiscal responsibility and good stewardship

General Information

The Arizona National is located in the state of Arizona. Our 67th Annual Livestock Show will be held on the Arizona State Fairgrounds *December 27, 2015 – January 1, 2016*. Our Annual Horse Show is set for January 2-7, 2016 at West World in Scottsdale, AZ

Exhibitor Participation: This is a National Show open to the World with more than 3,000 exhibitors participating from 25 states and Canada representing Beef Cattle, Swine, Sheep, Meat Goats, Horse, Poultry and special event activities. The states having the "greatest" number of participants are from AZ, CA, TX, NM, OK, CO and KS although the Midwest is well represented as a group.

Ranch Replacement Heifer Show & Sale

The Arizona National Ranch Replacement Heifer Show & Sale set for Sunday, December 29, 2015 at the 68th Arizona National Livestock Show in Phoenix, AZ.

This event, chaired by Clay Parsons and Rick Lehman of The Marana Stockyards, Marana, AZ will provide an opportunity for Arizona Cattle Ranchers to showcase the best replacement females representing their genetic program and its superior offering of heifers that are Arizona raised and Rock Footed. These cattle will work in tough southwest environments and produce calves each year that fit real world agriculture. All cattle will be subjected to a

rigorous pre-show sift to guarantee a standard of perfection and soundness required by any cattle buyer. Details regarding the show and sale will be available soon online. Rick can be contacted at 602-481-3879.

Four Divisions will be offered for pen of three (3) ranch raised, commercial replacement quality Heifers. Heifers may be either purebred or crossbred. Cash premiums and awards are offered. Entry is open to Arizona raised cattle from Arizona owned ranches. Four Divisions offered:

Division I: European and British Breeds; Pen of (3) three Bred Heifers (purebreds and/or crossbreds); Females 15-36 months of age on or before December 31, 2015. Consignors must provide pregnancy verification signed by an accredited, non-owner, licensed veterinarian at time females are processed at the show.

Division II: European and British Breeds; Pen of (3) three Open heifers (Purebreds and/or crossbreds), Females 15-24 months of age on or before December 31, 2015

Division III: American Breeds; Pen of (3) three Bred Heifers (purebreds, crossbreds and F1s); Females 15-36 months of age on or before December 31, 2015. Consignors must provide pregnancy verification signed by an accredited, non-owner, licensed veterinarian at time females are processed at the show.

Division IV. American Breeds; Pen of (3) three Open Heifers (purebreds, crossbreds and F1's), Females 15-24 months of age on or before December 31, 2015.

Cattlemen's Day: On December 29, 2015 the Arizona National Livestock Show will showcase this significant industry of Arizona and anticipate more than 300 Cattlemen and their families will join us for the Brisket Lunch sponsored and served by the Arizona Farm Bureau. The Ranch Replacement Female Show and Sale will take place at 1:30 pm this day. Of special note is the feature of our Arizona Working Ranch Horse Competition and Sale on the same day.

Special Events: Dutch Oven Cook Off, Chuck Wagon Cook Off, Cowboy Classics Western Art & Gear Show, AZ Working Ranch Horse Competition, Li'l Buckaroo Rodeo, Youth Pedal Tractor Pull, Farm Experience an interactive area for children to learn about agriculture, Educational Clinics, Livestock Judging Contests, FFA Public Speaking Contest, Skill-a-thon, and other Junior Exhibitor Events.

Education: We have provided more than \$865,000 in scholarships to deserving students. Our Show is dedicated to educational activities and positive experiences for all families, volunteers, partners, officials and sponsors.

Social Media: We utilize all categories of social media communication and currently have more than 3,316 Facebook likes, made up of 58 % women and 41 % men. Twitter has 113 followers.

2014 Arizona National Livestock Show Highlights

- Junior Market Auction set an all-time record of \$252,797 which was a 36% increase over the prior year sale.
- Replacement Heifer Show and Sale set an all-time record of \$113,625 on 48 head with a record average of \$2,525.
- Junior Swine Show Premiers National Affiliate Pedigree Barrow and Breeding Gilt Show. Entry Numbers skyrocket with more than 725 entries from 18 states.
- First Annual Grand Canyon Gilt Sale grossed \$62,400 with a \$2,478 average on 28 lots. The top selling gilt sets a high mark at \$15,000.
- Junior Market Cattle up 41%
- Junior Heifers up 20%
- Total Junior Exhibitors up by 18%
- Total Open Exhibitors up by 6%
- 25 states represented at the 2014 show overall

New Programs established in 2014

- New Market Turkey and Market Broiler Show
- New Livestock Skill-A-Thon Contest
- National Pedigree Barrow and Breeding Gilt Shows
- Grand Canyon Classic Gilt Sale
- New FFA Ag Mechanics Contest and auction
- First Supreme Champion Cow Calf Pair Judging
- Cattlemen's Day and Cattlemen's College
- Team Fitting Contest
- Outside the Show Ring Family Event.



Arizona National Ranch Replacement Heifer Show and Sale
Arizona's Best Genetics bred for Real Life Southwest Ranching Environments

Show and Sale Chairman, Clay Parsons, Marana Stockyards

Show and Sale Vice Chairman, Rick Lehman, Marana Stockyards

Heifer Show & Sale December 29, 2015

Arizona National Livestock Show Dates December 27, 2015 – January 1, 2016

Phoenix, AZ

Sponsorship Opportunities

☐ **Stocker Package \$500**

- ✓ Sponsor Recognition on event signage and in Show Program
- ✓ Sponsor Listed in Sale Catalog
- ✓ Credentials to the show

☐ **Feedlot Package \$1,000**

- ✓ 10 X 10 Trade Show Space for the day of the Show (12/29/15)
- ✓ Logo on Replacement Heifer event signage
- ✓ Logo on sponsorship page and on Replacement Heifer Page of website
- ✓ Opportunity to present a Champion Banner to consignor
- ✓ Announcements by Show Emcee and Auctioneer on Day of event
- ✓ ¼ page black and white ad in the ANLS Show Program (camera ready ad deadline October 1)

☐ **Cowherd Package \$2,500**

- ✓ 10 X 10 Trade Show space for the entire ANLS dates (12/27/15- 1/1/16)
- ✓ Recognition on main event signage
- ✓ Full page black and white ad in the ANLS Show Program (camera ready deadline October 1)
- ✓ Full Page ad in the Sale Catalog
- ✓ Announcements by Show Emcee and Auctioneer on Day of event
- ✓ Sponsor Banner on display provided by sponsor (no larger than 3' x 5') at Replacement Heifer Sale area.
- ✓ Logo on home page of Web Site and sponsorship page
- ✓ Mention in ANLS press release
- ✓ Opportunity for sponsor representative to be in the photograph with Champion Consignors
- ✓ VIP Parking and Credentials to the show

☐ **Herd Bull Package \$5,000**

- ✓ Premier 20 X 20 Trade Show Space for the run of the show (12/27/15- 1/1/16)
- ✓ Recognition on main event signage
- ✓ Full page Color ad in ANLS Show Program
- ✓ Full page ad in Sale Catalog

- ✓ Logo on home page, sponsor page and Replacement Heifer page of website
- ✓ Presenting Sponsor of Cattlemen's Hospitality Area
- ✓ Announcements by Show Emcee and Auctioneer on Day of event
- ✓ Mention in ANLS Press Release
- ✓ Two Banners on Display for run of the Show at Sale location and Outdoor Showring (Banners provided by sponsor and no larger than 3' X 5')
- ✓ Opportunity to provide sponsor product to all consignors as awards and be in award photos
- ✓ VIP Parking and credentials to the Show

❑ Family Ranch Estate Package \$7,500

- ✓ Premier 20 X 20 Trade Show Space for the run of the show (12/27- 1/1/16)
- ✓ Recognition on main event signage
- ✓ Full page Color ad in ANLS Show Program
- ✓ Full page ad in Sale Catalog
- ✓ Logo on home page, sponsor page and Replacement Heifer page of website
- ✓ Presenting Sponsor of Cattlemen's Hospitality Area (Feature Banner)
- ✓ Mention in ANLS Press Release
- ✓ Announcements by Show Emcee and Auctioneer on Day of event
- ✓ Two Banners on Display at Premier locations for run of the Show at Sale location and Outdoor Showring (Banners provided by sponsor and no larger than 3' X 5')
- ✓ Opportunity to provide sponsor product to all consignors as awards and be in award photos
- ✓ VIP Parking and credentials to the Show
- ✓ Logo on all consignors award vests
- ✓ Official Presenting sponsor of the Event (Featured Banner)
- ✓ Logo included on work gloves provided to all consignors and registered buyers

Custom sponsor packages are available. Please contact Rochell Planty at 602-258-8568 or rochell@anls.org



**2015 Arizona National Ranch Replacement Heifer Show and Sale
and Cattlemen's Day**

Please mark sponsorship level:

☐ Stocker \$500

☐ Feedlot \$1,000

☐ Cowherd \$2,500

☐ Herd Bull \$5,000

☐ Family Ranch Estate \$7,500

Sponsor Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ Email _____

Signature _____ Date _____

☐ Bill Me

☐ Check Enclosed

Please make checks payable to: Arizona National Livestock Show

Send payment to: Arizona National Livestock Show
1826 W. McDowell Road, Phoenix, AZ 85007
Phone 602-258-8568 www.anls.org