



Dear Braunvieh Enthusiasts,

My name is Aubrey Maxwell. I am currently a freshman at Frank Phillips College, Texas, studying animal science and the current president of the Junior Braunvieh Association of America (JBAA). In June 2023, the JBAA will be hosting the 23rd National Junior Braunvieh Show (NJBS) in Kearney, Nebraska the week of the 19th through the 23rd. The junior directors, advisors and host state are working very hard to make the 2023 NJBS a positive and memorable occasion that will encourage young Braunvieh enthusiasts to stay committed to our great breed for years to come.

This coming summer will be my fourth national junior show and it is always something I look forward to for many reasons, one being the impact it has on the future of our agriculture. As you are aware, the agriculture industry is vital to the continuing food supply needs of an ever-growing population. Events such as the NJBS encourages young people to become involved in agriculture at the grass-roots level by proudly displaying cattle they have raised for this event. Not only is this week about showing cattle, however; more importantly, it is about making connections with other juniors and adult members that will ensure the longevity of our breed. Throughout the week, juniors will participate in many contests that will test their knowledge, their skills and develop leadership qualities, as they learn and grow in the cattle business.

Naturally, to host such an event requires a substantial amount of financial support from loyal donors. In previous years, we have found that offering sponsorships is a positive way to raise funds. These sponsorships will carry the name of the donor for events such as meals, contests, class sponsors, as well as prizes for participants. We offer various levels of sponsorship to choose from, including: gold, silver and bronze, depending on your level of donation.

A document outlining sponsorship packages is included with this letter. Please review it as you plan your commitment for 2023. Only through your help are we able to keep our young cattle enthusiasts engaged in this important and necessary agricultural institution. As we begin our tasks of planning this annual event, you may secure your commitment through mail, email, or phone. Information explaining each of these methods is included with the enclosed document. Though the junior association is not a registered non-profit organization, if you would like your donation to be tax-deductible, the enclosed document also explains how you might accomplish this. Following receipt of your sponsorship commitment, an advisor or director will call to ensure the accuracy of the recognition you wish for your sponsorship donation.

I am so honored to be the current JBAA president, and as such, feel immense gratitude for your partnership as we work together to ensure the future of this organization. Together, we can be sure that we will host an outstanding, memorable 2023 cattle event for our juniors!

***Aubrey Maxwell***  
JBAA President

## Activities

Exhibitor Welcome Social ....\$2000  
Exhibitor Pizza Party & Bowling (Tuesday)...\$2000  
Exhibitor Lunch Wednesday...\$1000  
Exhibitor Lunch Thursday... \$1000  
Exhibitor Lunch Friday...\$1000

## Awards

Senior Herdsman of the Year....\$200  
Poster....\$250  
Herdsman Wednesday....\$250  
Herdsman Thursday....\$250  
Herdsman Friday....\$250  
Computer Generated Ads....\$500  
Arts and Crafts....\$500  
Photography....\$500  
Writing....\$500  
Salesmanship....\$500  
Costume....\$500  
Judging....\$500  
Quiz Bowl....\$500  
Skillathon....\$500  
Pee Wee Showmanship....\$500  
High Point....\$1000  
Showmanship....\$1000

## Champions

Grand Champions...\$200 (each)  
Reserve Grand Champions...\$200 (each)

## Group Classes

Produce of Dam...\$250  
Get of Sire...\$250  
Breeders Best 4...\$250  
State Best 4 Head Purebred...\$250  
State Best 4 Head Beef Builder...\$250

## Other

Ribbons...\$150  
Exhibitor Bags...\$250  
Tshirts (logo on sleeve)...\$1000



## Sponsorship Recognition

### Bronze: Up to \$499

Name on Group Banner in show arena  
Recognition in Show Program and Banquet Program  
Recognition at Banquet and/or Show  
Group Recognition on Social Media  
Group Recognition in JBAA Newsletter (1 issue)  
Opportunity to include items in Exhibitor Welcome Packet

### Silver: \$500-\$999

Individual Banner in Show Arena with Logo  
Recognition in Show Program and Banquet Program  
Recognition during Show and Events  
Individual Recognition on Social Media  
Individual Recognition in JBAA Newsletter (2 issues)  
Opportunity to include items in Exhibitor Welcome Packet

### Gold: \$1000 and above

Individual Banner in Show Arena with Logo  
Recognition in Show Program and Banquet Program  
Recognition during Show and Events  
Individual Recognition on Social Media  
Individual Recognition in JBAA Newsletter (4 issues)  
Opportunity to include items in Exhibitor Welcome Packet  
Up to 4 Banquet Tickets (must RSVP)

## Become a Sponsor Today!

**Email:** [information.jbaa@gmail.com](mailto:information.jbaa@gmail.com)

**Call or Text:** Jessica (817)-925-3154

Molly (417)-793-6758

**Mail:** Return the enclosed form to

JBAA (attn Jessica Bartley)

348 Correnti Ct.

Springdale, AR 72762

Sponsorships may be made through The Braunvieh Youth Foundation of America, a registered 501(c)3 organization, and designated for the 2023 NJBS.