



Corporate sponsorship packages 2018/2019

The NBA is a charitable organisation and the only dedicated voice for British Beef Farmers. At all times, our mission is to continually promote and support the UK beef industry at all levels. This we do by engaging with the government and devolved administrations to defend the interest of British beef farmers in policy.

By becoming a corporate sponsor, you not only support our ongoing policy work, but also support our efforts in reaching out and communicating with practising farmers to network and share knowledge for the benefit of the industry.

Over the past year, the NBA have reached out to an audience of over 17,000 beef farmers, through our quarterly magazine, weekly newsletter and social media platforms. Our industry farm walks have been very successful also, with NBA representatives meeting over 1,800 farmers to share ideas and discuss the future of the industry.

We have recently hired a dedicated marketing executive and are increasingly expanding our marketing and social media activities. We have updated our two corporate sponsorship packages to reflect such changes, please see details below.

Corporate Membership: £300+VAT

- 4 editorials in our weekly e-newsletter (readership 5,000)
- Subscription to weekly e-newsletter for up to 5 employees
- Frequent promotional posts on all social media platforms (audience of over 8,000)
- Opportunity to be involved in local farm walk events
- Company name included in every issue of the NBA magazine (readership 5,000)
- 5 subscriptions to the NBA quarterly magazine
- Company name and logo on NBA's website
- 10% off trade stand at NBA's Beef Expo event
- Opportunity to attend regional NBA meetings and gain an insight into policy discussions

Gold Corporate membership: £1000+VAT

- 10 editorials in our weekly e-newsletter (readership 5,000)
- Subscription to weekly e-newsletter for up to 10 employees
- 1 half page advert to be displayed in the 50 issues of the NBA e-newsletter
- Promotional posts across all social media platforms including 3 paid posts throughout the year (content and targeting to be specified by sponsor)
- Opportunity to be involved in local farm walk events, present at a suitable farm walk and provide a banner and leaflets to be handed out to attendees
- Company name and logo and details included in every issue of the NBA magazine (readership 5,000)
- Up to 10 subscriptions to the NBA quarterly magazine
- Company website link and logo on NBA's website
- 15% off trade stand at NBA's Beef Expo event
- 5 Complimentary NBA Beef Expo tickets for your business or customers
- 1 company banner to be displayed at the NBA Beef Expo
- Acknowledgements of Gold Corporate membership in National Beef Expo event Catalogue
- Opportunity to attend regional NBA meetings and gain an insight into policy discussions
- Route to influence government and network with industry experts through NBA including the opportunity to contribute at regional council level, or on one of our technical committees

To find out more about becoming a corporate member and its benefits please call us on 01434 601005 or email rosie@nationalbeefassociation.com. On confirming sponsorship, you will receive a call from our marketing team to discuss all promotional material related to the sponsorship.