

SOUTH DAKOTA Summer SPOTLIGHT

BACKGROUND:

The South Dakota Summer Spotlight Show was started in 1998 by the South Dakota Beef Breeds Council. It was billed as an event meant to bring all registered beef breeds together and host one summer preview show. It gave families who had more than one breed the opportunity to be more active and exhibit in each association's show.

Since the show's initiation, Spotlight has grown to include market lambs, breeding sheep, market goats, breeding does, breeding gilts and market hogs. Additionally, it gives exhibitors and families the opportunity to come together for a weekend as both friends and competitors.

The purpose of the Summer Spotlight Show is to educate the youth involved in agriculture and teach life skills. At this event, 4-H & FFA members compete with livestock projects under nationally renowned judges, and often these animals are the result of their own breeding programs built from the ground up. Furthermore, industry leaders and supporters of South Dakota agriculture are present, giving exhibitors the opportunity to interact with fluent communicators and general agriculture advocates. Also, additional awards are given for showmanship in each species, for junior exhibitors of all ages.

PROGRAM:

The 2024 Summer Spotlight will be held in Huron, South Dakota -- July 24-28, 2024 at the South Dakota State Fairgrounds. Beef cattle, goats, sheep and swine will all be exhibited in 2024.

**MORE THAN 2,000 ANIMALS WERE SHOWN
BY 600+ EXHIBITORS IN 2024!**

OBJECTIVE:

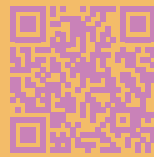
To position your business as a partner for the 2024 Summer Spotlight Show, in an effort to educate attendees about livestock nutrition, welfare, genetic progress and programs available. Youth in attendance come from across the state and stem from livestock backgrounds, or are exposed to our industry through the 4-H and FFA programs. They are the future of agriculture in South Dakota and your involvement solidifies their interest and promotion of our livelihoods.

THANKS FOR YOUR CONSIDERATION!

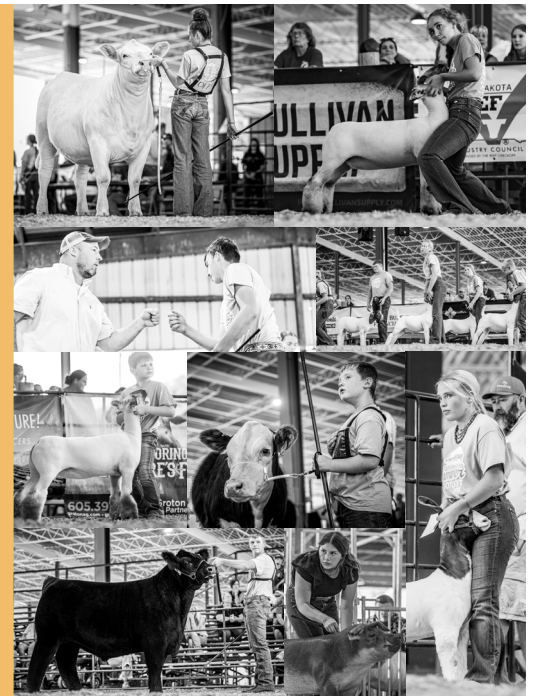
Let's work together to find the perfect fit for your business to partner with the South Dakota Summer Spotlight Show. Special sponsorship opportunities are always available, just ask.

FOR MORE INFORMATION:

RILEY ZOSS 605/630-8895
EMILY PETERSON 515/443-4465
ROBIN KLEINE 219/306-0323
TAMMY MIKKELSON 605/949-5773
VEABEA THOMAS 605/222-9561



**FOLLOW US
ON FACEBOOK**



SPONSORSHIP OPPORTUNITIES + BENEFITS

PLATINUM \$2000+

- Logos / company information added to all SD Summer Spotlight social media outlets
- Booth / trailer space during the event, with ability to provide information to attendees
- Your business logo /name on t-shirts made for each exhibitor to wear during event
- Signage in all show rings
- Additional signage on backdrops photos
- Opportunity to speak to exhibitors/ families

GOLD \$1000-\$1,999

- Logos / company information added to all SD Summer Spotlight social media outlets
- Booth / trailer space during the event, with ability to provide information to attendees
- Your business logo /name on t-shirts made for each exhibitor to wear during event
- Signage in all show rings
- May provide literature to all show attendees

SILVER \$500-\$999

- Logos /company information added to all SD Summer Spotlight social media outlets
- Booth / trailer space during the event, with ability to provide information to attendees
- Signage in all show rings
- May provide literature to all show attendees

SCHOLARSHIP SPONSOR

The SD Summer Spotlight committee awards 4- \$500 scholarships to graduating HS seniors or college students! If you would like to specifically be a scholarship sponsor please let us know.