



THE AMERICAN ROYAL

CORPORATE GOVERNORSHIP OPPORTUNITIES



CHAMPION FOR FOOD AND AGRICULTURE

The American Royal, which began in 1899 as the National Hereford Show in the heart of the Kansas City Stockyards, has evolved into a comprehensive season of food and agriculture activity with yearlong impact. Today's American Royal is the home to a nationally competitive youth livestock show, the world's largest barbecue competition, a national equine championship and other equine shows, youth and professional rodeos, elementary and secondary education outreach and a collegiate scholarship program.

CORPORATE GOVERNORSHIP

The American Royal continues to champion food and agriculture through the support and involvement of our community partners. We invite you to become part of our success as a corporate governor, which would integrate your organization in opportunities to network, volunteer and engage with the agriculture community.

A Corporate Governorship enables your organization to be recognized as a corporate partner and allows an opportunity for individuals within your organization to deepen their ties with the American Royal and food and agriculture industries.

"Governor" is the term the American Royal uses for its members who directly support our mission. Our governor network is nearly 300 individuals strong.

Reaches over
400,000
People

Impacts over
10,000
students



Provides nearly
100
scholarships

Hosts more than
3,000
contestants & teams



The American Royal is a *quintessential* Kansas City institution that has helped transform this city and region for the last 125 years. It continues to impact the area and is a *vital component* in advancing agriculture, our most important industry.

- Allen Dillingham, American Royal Governor



CORPORATE GOVERNORSHIP OPPORTUNITIES

The corporate Governorship program offers organizations a unique opportunity to be recognized as a corporate partner and extend exclusive benefits to their employees or members, while supporting the mission of the American Royal. Through this program, organizations can choose to purchase a package of 10 individual Governorships, or offer a discount code to their constituents.

CORPORATE GOVERNORSHIP PACKAGE

- 10 Individual Governorships
 - Ten employees will receive full Governor benefits that include access to American Royal shows, networking events, volunteer opportunities, etc.
- Logo placement on Governor page of the American Royal website
- Recognition as a corporate partner at the American Royal annual meeting, Royal Roundup
- Investment: \$3,250

CORPORATE DISCOUNT CODE

Individuals will use a corporate-specific discount code to receive a set price discounted from any level of Governorship through August 1, 2025. The corporation will work with the American Royal membership representative to determine the amount and establish the code. The corporation/organization will pay the difference to the American Royal at the end of the time frame.

- **Corporate Match:** If corporations/organizations match the contribution made in discounts, they will be recognized as a corporate partner at the American Royal annual meeting, Royal Roundup, and have their logo added to the Governor page of the American Royal website.

Additional benefits will be considered if more than 25 individuals enroll through the organization.

BECOME A GOVERNOR

Interested in learning more about the Governor's program or enrolling now to support the mission of the American Royal? Scan the QR code to find more information and complete the enrollment form. To purchase a corporate Governorship package, please email Kelli Schrag at governors@americanroyal.com.



WE EXIST TO CHAMPION FOOD AND AGRICULTURE.

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