



Dear Great Lakes Members,

Annual dues and advertising options.

We have provided a form so you only have to write one check. The form lists all the different ways you can support Great Lakes Belted Galloway Association and advertise your farm and breeding program.

Brief Description of Each Program:

Dues: Membership dues help the board in achieving our mission of promoting the Belted Galloway breed and Great Lakes membership. Funding is used to enhance membership services (website, promotions, etc.); it provides access to the quarterly GLBGA newsletter, promotional materials and networking with other member farms. Members get farm advertisement opportunities in the newsletter, website, traveling show banner, and breeder's directory. Membership allows participation in the annual Field Day event, GLBGA sponsored shows, and a voice in GLBGA organizational activities and events.

Sponsorship: Your farm name will be displayed on the banner that goes to all the shows and is used as a backdrop for all the photos. It is displayed at all the events and new this year, it will be displayed on the Great Lakes website as well. Your contribution will help fund the shows and support the people who are showing our breed. Think of all the time, effort, and money they have invested into exposing our breed at all the fairs and shows.

Great Lakes Newsletter: Your business card ad will be in all 4 issues of the newsletter. There will be over 700 copies printed and mailed to members, potential new members, and handed out at all the events throughout the year.

Revolving Website Ad: This is displayed on the homepage of the GLBGA website. There will be a link to your email or farm webpage so people can go directly there. Historically the average number of clicks to you will be 10-15 per month, but we are working on ways to increase this to an even higher number.

New for 2019 GLBGA Newspaper Flyer – business card size ad. This is an updated and revised reprint from 2016. The flyer contains useful information about the breed, GLBGA, and a current membership list. It will be handed out at all events and activities to anyone interested in Belties. Over 2000 copies will be printed. Cost \$50

The GL board is recommending: anytime you sell cattle to non-Great Lakes member, you pay their GL dues for the first year. This would only be a \$40.00 investment with the following benefits: A selling point for your cattle, Good will with your new customer, Keeps your new customer in touch with is happening in the industry, Gets them involved in GLBGA and creates a better opportunity for you to have future sales. Supports the Great Lakes Association and allows GL to develop more programs to support you as a member.

Remember Advertising Doesn't Cost.....It Pays! If you want to promote your cattle and farm you have to be visible to prospective buyers. If you have any questions you can contact:

Kathi Jurkowski (815)629-2306 or any GLBGA board member. We thank you in advance for being a GLBGA member and supporting the Association!