

# So. MD Invitational Livestock Expo



## SMILE

### Southern Maryland Invitational Livestock Expo

June 21, 22 & 23, 2024

*(St. Mary's County Fairgrounds, Leonardtown, Maryland)*

### SPONSORSHIP PACKAGE

#### THE SMILE MISSION

“SMILE” is organized as a tax exempt public body operating to provide an educational, fun and nurturing environment for area youth to showcase their skills and talents, foster camaraderie and enhance their knowledge and appreciation of Southern Maryland’s rich agricultural heritage, and provide outreach to the community in order to inform and increase awareness of the vibrant and diverse possibilities of farming and agricultural enterprises in Southern Maryland. SMILE operates primarily within the Southern Maryland region consisting of Anne Arundel, Calvert, Charles, Prince Georges and St. Mary’s counties and other counties by invitation.

#### THE SMILE STORY

The Southern Maryland Invitational Livestock Expo is the fruition of collaborative efforts of volunteers and enthusiasts from the 5 county region of Southern Maryland, University of Maryland Extension staff, the St. Mary’s County Fair Board and The Southern Maryland Agricultural Development Commission of the Tri-County Council for Southern Maryland. Participation in the Southern Maryland Invitational Livestock Expo is open to youth 8 to 21 years of age from the entire region of Southern Maryland, including Anne Arundel, Prince Georges, Calvert, Charles and St. Mary’s counties and other counties by invitation.

#### SMILE TODAY

The two-day Expo now includes fitting and showing and market competitions for domestic livestock species beef, swine, goats, sheep, dairy cattle and a rabbit show. A total of 38 youth participated in the first SMILE show in 2005 with 175 livestock entries representing Anne Arundel, Charles and St. Mary’s Counties. A total of 93 youth and 246 animals participated in the 2022 show, a slight decrease as we recover from the COVID impacted environment. We have increased county representation to include: Anne Arundel, Talbot, Queen Anne, Calvert, Charles, Prince George’s, and St. Mary’s. Youth development games and fellowship events are an important element of both show days; free admission is offered to the general public to view the show and demonstrations.

#### SMILE INTO THE FUTURE

**Committee members are committed to improving and expanding SMILE each year. It is anticipated that youth participation will continue to grow through ‘word of mouth’ advertisement complimented by increased public relations and advertisement through the local media AND sponsorship.**

**We invite you to join the 2024 SMILE Sponsor’s Circle – with YOUR HELP we can:**

- Add new breed / animal classes in order to offer opportunities for increased youth participation from all Southern Maryland counties and beyond.
- Showcase youth skill and talent in an agricultural context and increase youth awareness and appreciation for the region’s agricultural heritage.

- Build support and attendance through demonstrations and exhibits designed to enhance the show experience for the general public; these may include but are not limited to sheep shearing, spinning, weaving, soap making, petting zoo, antique farm implements, produce exhibits and other agricultural projects.

## SMILE SPONSOR REGISTRATION FORM

Name / Business Name: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State ZIP: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

### SPONSORSHIP LEVELS

Please check box indicating your desired sponsorship level

- Bronze Sponsorship Level: \$100**  
You / your company will be listed as a valued sponsor in the SMILE show program.
- Silver Sponsorship Level: \$250**  
You / your company will be listed as a valued sponsor in the SMILE show program and your name / logo will be listed in the Silver Sponsor Roll on the Ring Side Banner displayed in the show ring for the duration of the SMILE Expo.
- Gold Sponsorship Level: \$500**  
You / your company will be listed as a valued sponsor in the SMILE program and your name / logo will be listed in the Gold Sponsor Roll on the Ring Side Banner displayed in the show ring for the duration of the SMILE Expo. In addition your name / logo will appear on the signage in the 'Winner's Circle Booth' photography area. (Photographs may be used for SMILE and regional livestock club newsletters, press releases and other media communications).
- Platinum Sponsorship Level: \$1000 or more**  
Platinum Sponsors will receive the following recognition:
- You / your company will be listed as a valued Platinum Level Sponsor in the SMILE show program
  - You / your company will appear as a Platinum Level Sponsor on an individual Ring Side Banner to be displayed in the show ring for the duration of the SMILE Expo.
  - In addition your name / logo will appear on the signage in the 'Winner's Circle Booth' photography area. (Photographs may be used for SMILE newsletters, press releases and other media communications).

**THE MEMBERS OF THE SMILE BOARD AND SHOW COMMITTEE THANK YOU FOR YOUR GENEROUS CONTRIBUTION AND SUPPORT FOR SMILE 2024**

**For more information, please contact Jay Farrell, Chairman: (301) 884-3334 (H) or (301) 904-7715 (Cell)**

*Please make checks payable to: SMILE INC.*  
**Mail to: Southern Maryland Invitational Livestock Expo**  
**11611 Lucknow Lane**  
**LaPlata, MD 20646**