



The High Ground of Texas 8th Annual Tailgate Party

**FEBRUARY 10, 2010
2010 WORLD AG EXPO
TULARE, CALIFORNIA**



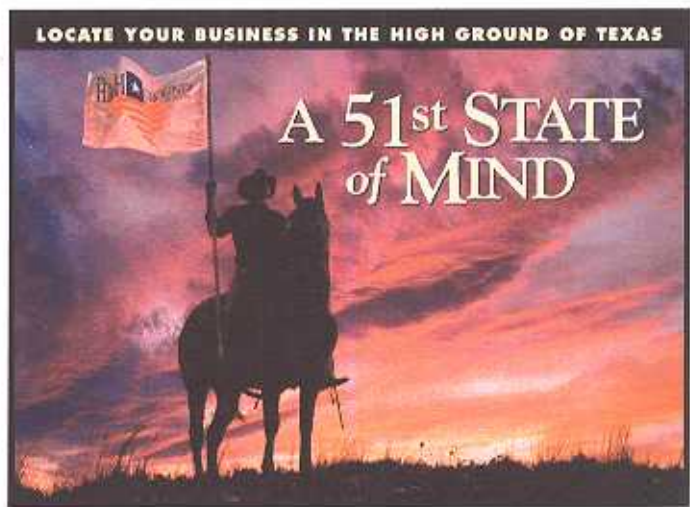
Join us at the 2010 World Ag Expo in Tulare, California as we continue to promote the High Ground region to prospects at the largest Agricultural Trade Show event in the country! The High Ground of Texas will be making its 14th appearance at the 2010 World Ag Expo and, along with the party sponsors, will be hosting the 8th Annual Famous (or "infamous") Texas Tailgate Party!

TAILGATE PARTY SPONSORSHIP INFORMATION...

You are invited to be a Major Sponsor or a Regional Partner at the 8th Annual High Ground of Texas Tailgate Party held in conjunction with the 2010 World Ag Expo! Major Sponsorships are available for \$2000 (open to the first 10 paid responses) and Regional Partner Sponsorships are available at \$250 for previous Tailgate Sponsors and \$300 for new sponsors. (Open to the first 75 paid responses.) Food, Entertainment and Refreshment Sponsors are available for \$1000. Benefits of Tailgate Party Sponsorships include:

- Listed on Tailgate Party Invitations
- Listed in the Marketing Package used in High Ground of Texas Booth & at the Tailgate Party
- Listed in all Pre-Show and Event Promotional Press Releases
- VIP Passes to the Tailgate Party (Private Event....only Major Sponsors, Regional Partners & Invited Guests Allowed)
- Contact information provided to Prospects
- Listed on Signage at Tailgate Party (Major Sponsors receive additional banner advertising)
- Complimentary Gate Passes
- Listed on High Ground Regional Website
- Complimentary 12 month link on website (Major Sponsors only)
- And much more...

Along with our Regional Partners, Major Tailgate Sponsors for the 2009 Event were Enviro-Ag Engineering, Capital Farm Credit, DairyMax, Don Pool Construction, Dairy Farmers of America, Lone Star Milk Producers, Western Builders, Quality Dairy Construction and Hilmar Cheese Co. In addition, DeLaval sponsored the Catering and Brown, Graham & Co. PC sponsored the Entertainment. Amarillo Economic Development Corporation sponsored the fun & fabulous Hospitality RV! Our thanks to all of our Tailgate sponsors!



For additional information...go to www.highground.org
To sign up for a Tailgate Party Sponsorship...send in form or go to
www.regonline.com/2010WAEsponsorships



THANKS AGAIN 2009 TAILGATE PARTY

REGIONAL PARTNERS!

- | | |
|---|--|
| <i>Amarillo Farm & Ranch Show</i> | <i>Micro Dairy Logic</i> |
| <i>Bailey County Electric Cooperative</i> | <i>Muleshoe Animal Clinic & Vet Supply</i> |
| <i>Borger Economic Development Corp.</i> | <i>Muleshoe Economic Development Corp.</i> |
| <i>Brownfield Industrial Development</i> | <i>Muleshoe State Bank</i> |
| <i>Cattle Performance Enhancement Co.</i> | <i>National Bank of Commerce</i> |
| <i>Citizens Bank of Shamrock</i> | <i>Novas International Inc</i> |
| <i>Clift, Scott & Associates</i> | <i>Perryton Community Development</i> |
| <i>Dairy Repair & Shade Structures</i> | <i>Plainview/Hale Co Industrial Found.</i> |
| <i>Dalhart Economic Development Corp.</i> | <i>Quality Distillers Grains</i> |
| <i>Dumas Economic Development Corp.</i> | <i>Rita Blanca Electric Cooperative</i> |
| <i>First Bank Southwest-Hereford</i> | <i>Scott Land Company-Dimmit, Texas</i> |
| <i>First National Bank-Hereford</i> | <i>Security State Bank-Littlefield</i> |
| <i>Friena Economic Development Corp.</i> | <i>Shamrock Economic Development</i> |
| <i>Golden Spread Electric Cooperative</i> | <i>Sherman County Development</i> |
| <i>Great Plains Ag Credit</i> | <i>Spearman Economic Development Corp</i> |
| <i>Hansford Implement Company</i> | <i>Swisher Electric Cooperative, Inc.</i> |
| <i>Hereford Economic Development Corp.</i> | <i>Texas Dairy Review</i> |
| <i>Hereford State Bank</i> | <i>The High Ground of Texas</i> |
| <i>High Plains Dairy Council</i> | <i>Texas Panhandle Reg Dev Corp.</i> |
| <i>JD Heiskell & Company</i> | <i>Texas Crossroads Band</i> |
| <i>Johnson, Miller & Company</i> | <i>Underwood Law Firm</i> |
| <i>Kunafin Insectory</i> | <i>West Texas A&M University</i> |
| <i>L&C Welding</i> | <i>Wheatheart Realty, Inc.</i> |
| <i>Levelland Economic Development Corp.</i> | <i>Xcel Energy</i> |

**TAILGATE SPONSOR
APPRECIATION DINNER
AT THE HG
HOSPITALITY RV
TUESDAY, FEB 9th
DON'T MISS THE RIBS!
LOOK FOR THE BLIMP...**

TEXAS CROSSROADS TO ENTERTAIN AT 2010 TAILGATE PARTY

Back by popular demand, our favorite party band, Texas Crossroads, is set to entertain again at the 8th Annual High Ground of Texas Tailgate Party!

We really appreciate these talented gentlemen making the trip to California with us, year after year, to help us show our famous Texas Hospitality!



**FINAL DEADLINE TO
SIGN UP AS A 2010
TAILGATE PARTNER
January 27, 2010**

(or when the spots are filled...whichever comes first!)



**WORLD AG EXPO HG TEAM MEETING
PRE-PLANNING MEETING & TRADE SHOW TRAINING
TO BE HELD IN PLAINVIEW ON JANUARY 28, 2010**

**FOR MORE
INFORMATION
ABOUT THE 2009
WORLD AG EXPO
www.worldagexpo.com**

**HIGH GROUND OF TEXAS
TEAM HOTEL...
COMFORT INN & SUITES
Visalia, California**

The High Ground Room Block is
ALMOST FULL...
Get on our waiting list...
we may get more!

Suggested Carryover Hotels...
Doubletree Inn & Suites
Bakersfield 661.323.7111
Holiday Inn-Airport
Fresno 559.252.3611



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**Our thanks to Lynn Allen for heading up the
Rowdy High Ground Cooking Crew...and to Lee Uzzel
for the "Texas Size" Cooker! Thanks Guys!**