



May 15, 2024

The SJLS Board would like CONGRATULATE everyone on a successful 2024 show and sale. A Big Thank You goes out to all the donors, buyers, parents and volunteers.

Our goal is to make the 2024-2025 even better year with the help from the Exhibitors! Each exhibitor should refine their marketing plan that will allow you to utilize more resources to carry out a even more effective plan. This marketing plan will be a great learning experience for you to market your FFA/4H knowledge/experience and your stockshow project. This will be a very valuable lifetime experience as well. The execution of this plan should occur throughout the year beginning now. This is parallel to what your buyers do by successfully running their businesses 365 days a year that affords them to support your stockshow projects.

To help you with this, we have provided the 2025 SJLS Show Marketing Plan ideas as a guide (see backside of this page). There is no doubt that quite a few of you are doing this already and we appreciate your efforts. We ask that you review your plan, get creative and also assist the new members.

There will be marketing meeting for the exhibitors and parents after the new school year begins. This is a great opportunity to ask questions and get ideas! Again, the marketing plans should be prepared now and executed throughout the year and not only prior to the sale.

A This meeting is highly recommended for first year exhibitors and also those who have found it difficult to gather donations in the past.

B We are also looking for experienced exhibitors to be mentors for first year exhibitors. Please contact the board if you are interested.

Exhibitor resources are located at:

<https://www.sjrlshow.com/exhibitor-information>

If you have any questions, please contact any SJLS board member.

Wishing everyone at Great 2025 SJLS Show/sale.

SJLS Board of Directors

Rodney Kalich - 979-208-9414	James Schramek – 979-561-6933
Mark Olsovsky - 979-743-6343	Lukas Smrkovsky – 281-865-9897
Robin Guenther - 979-561-6657	Ronnie Wick – 979-743-5933
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2025 SJLS Show Marketing Plan Ideas

Below are ideas to include in your marketing plan for your 4H/FFA experience/stockshow project. The 4H/FFA and school activities have provided you with great tools in communicating with people. Our goal is to make sure the stockshow is successful for everyone and makes the buyers feel great that they can support you. We want to give the buyers a reason to visit our show so they can also enjoy the buyers social.

365 days a year

- Support the donors and buyers of our SJLS show – for quick reference the 2024 SJLS list can be found on website: www.sjrlshow.com - click on the line **“We Appreciate all the 2024 Buyers/Donors.”** This means “shopping and doing business locally”. Just as much as we like to buy from Amazon, we all agree that they do not support the local show.
- Actively participate in community events for your church and different organizations. Shake a few hands.
 - Being actively involved in your church and community organizations is very helpful for a number of reasons.
 - *Young Farmers donate to stockshow (breakfast, preshow awards, help) & other donations - maybe you can offer to help with their fundraiser (Festival egg toss/cow chip contest) see Mark Vecera or SJLS board member Ronnie Wick (or former board member Chelsea Moeller)*
 - *Schulenburg Knights of Columbus donate/prepare buyer’s social Fajita wraps / donate use of equipment for FFA drive thru / participates in the auction - plan to donate blood and/or help volunteer to work a drive thru meal. (see event schedule on home page – www.kcschulenburg.org).*
 - *There are many more organizations/business that support - You will build lifetime friends and business relationships*
- When in public, greet your buyers from the prior year just to tell them thank you and also tell them how much you enjoy the 4H / FFA activities.
 - *Consider public speaking event to local organization(s) on what the FFA/4H afford students to learn throughout the year*
- Keep in contact with relatives and friends that may live in another town/city – Pass on a positive message regarding the 4H / FFA activities.
 - **Donations from outside of Schulenburg is a Very Big Part that makes the stockshow very successful. We are very fortunate they like to give back. We need this support as the Schulenburg community cannot do this alone.**
- Reach out to families/neighbors that are new to Schulenburg. **You will be surprised that there maybe someone that likes to support FFA/4 H exhibitors.**
- If they have questions about the show, please ask them to visit www.sjrlshow.com which will show them how to support our stockshow.



Identify your buyer representative by September! This year it can be your parent or another designated person.

- Please make sure you share with them who you keep in contact with, and they may have other potential buyers as well. Last year I was overwhelmed by how great of a job the exhibitors I supported in which monies poured in the week of the stockshow and night of the same without me having to seek for more.

Writing Letters to prospective buyers

- Write a minimum of 30 letters to those you have been in contact through the year. We have heard that some exhibitors write close to 100 letters. Please reach out to the people you do business with/know personally both in the Schulenburg community and beyond.

Visiting potential buyers in November / December

- Please go out and invite businesses to the show personally.

Marketing via social media

- Follow Schulenburg Jr Livestock Show on Facebook
- Like and Share Schulenburg Jr Livestock Show posts – especially the marketing visual that can be easily shared via FB, text or email
- view website where we have up to date stockshow information in December
 - anyone have ideas or can help – we could use to maintain in Google Sites or have better idea.