

# SPONSOR PROSPECTUS



Hosted by Louisiana State University  
Baton Rouge, LA | June 10 -13, 2019



# AN OPPORTUNITY NOT TO BE MISSED!

Plans are well underway for the 2019 NAADA Annual Conference hosted by Louisiana State University in Baton Rouge, LA. The NAADA Annual Conference is the largest gathering of Agricultural professionals dedicated to raising money, recruiting students and developing relationships to advance the institutions they serve. As an organization, our members represent over 1,000,000 Ag alumni and 100,000 students across the country. Through our sponsorship program, we have helped our contributing organizations reach their current and future target audiences, find qualified employees, advertise job vacancies, and expand their visibility overall. We hope you will want to be a part of this!

Louisiana agriculture has a long history of weathering the storm. We are survivors in a beautiful but very tough environment. Every obstacle presents us with an opportunity to create a new beginning. As stated in the NAADA mission statement, we, with the help of our stakeholders, continue to focus on advancing agriculture through new beginnings for future generations.

As the most important benefit rated by our members, we take our annual professional development event very seriously and establish strong conference programming goals each year. This year's conference will build sessions around the following goals:

- Provide programming that creates meaningful experiences for NAADA members to take back to their home institutions.
- Use southern hospitality as a platform to introduce new members to the NAADA family and encourage networking with our seasoned members.
- Inspire NAADA members to create new beginnings and strategic goals for their teams.
- Share with our NAADA family the diverse gumbo of a culture that makes up beautiful Louisiana and showcase that our uniqueness lies in our strength.
- Encourage other institutions to embrace bringing their own diverse and unique ideas to the table.

Over the past few years this sponsorship program has evolved to increase the value to your organization for supporting this event. For example, your sponsorship now comes with year-round visibility on the NAADA website. For a complete listing of benefits, please refer to page 2 of this prospectus. This is truly an event not to miss!

We look forward to seeing you in Baton Rouge, LA!

Best regards,

Adam Cahill, 2019 Education Committee Chair, The Ohio State University

Amanda Martin, 2019 Conference Chair, Louisiana State University

Lindsey Kelly and Lindsey Fussell, 2019 Sponsorship Co-Chairs, Louisiana State University

## CONTACT US:

If you have questions about sponsorship opportunities, please contact:

Katie Wallstein, NAADA Executive Secretary  
651-288-3427  
katiew@naada.org

- OR -

Lindsey Kelly, NAADA Sponsorship Co-Chair  
225-578-2715  
lkelly@lsu.edu

- OR -

Lindsey Fussell, NAADA Sponsorship Co-Chair  
225-578-7323  
lfussell@agcenter.lsu.edu

### NAADA

1000 Westgate Drive, Suite 252  
St. Paul, MN 55114

### DID YOU KNOW?

NAADA is a strong and vibrant organization that celebrated its 40th Anniversary in 2015.

# SPONSOR LEVELS AND BENEFITS

	Title \$20,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	General \$500	In-Kind N/A
Listing in Online Conference Registration Brochure	✓	✓					
Link on Conference Website	✓	✓	✓	✓	✓		
<b>Onsite Conference Program</b>							
Listing of Company/Sponsor	✓	✓	✓	✓	✓	✓	✓
100 Word Description	✓						
Full Page Color Ad (\$1,000 value)	✓						
Half Page Color Ad (\$500 value)		✓					
Business Card Ad (\$300 value)			✓	✓			
Company Info in High Traffic Area	✓	✓	✓				
Conference Slideshow and Signage	✓	✓	✓				
Exhibit Space (optional)	✓	✓	✓	✓			
Opportunity to Address Attendees/Intro Speaker	✓	✓					
Acknowledgement in NAADA Connections	✓	✓	✓	✓	✓	✓	✓
1 Conference Bag Insert	✓	✓	✓	✓	✓	✓	✓
Registration for 1 (\$575 value)					✓		
Registration for 2 (\$1,150 value)			✓	✓			
Registration for 3 (\$1,725 value)	✓	✓					
Can Purchase Add'l Registrations (\$575/each)			✓	✓			
Sponsor Level Distinction on Name Badge	✓	✓					

## SPONSORSHIP OF YOUR CHOICE:

Sponsoring at the Title through Silver levels allows you to select an event to sponsor.

### TITLE

- Podium time to address attendees at conference kick-off
- Display of their materials at the awards banquet
- Promotional material seat drop
- Verbal, print and electronic recognition during awards banquet
- Reserved table for 8 at awards banquet

### GOLD

- Roundtable Discussion Series
- Multiple Breakout Sessions
- Opening Reception

### PLATINUM

- Conference Tours
- Beg, Borrow and Steal Workshops
- Spirit Night Dinner

### SILVER

- Monday Morning Break
- Monday Afternoon Break
- Tuesday Morning Break
- Tuesday Evening Break

## IMPORTANT EXHIBIT INFORMATION:

- 6' tables included with sponsorship registration (Title – Bronze levels)
- Booth space is first come, first served (choose your own table)
- All electricity, shipping questions can be directed to NAADA Event Planner.

# BACKGROUND ON NAADA

## VISION STATEMENT

NAADA will be the premier organization providing enhancement opportunities for professionals and volunteers in institutions of higher education and organizations associated with agricultural and related sciences.

## MISSION STATEMENT

NAADA provides education, support and recognition for professionals and volunteers dedicated to expanding resources for advancing agriculture and related disciplines through land-grant and other colleges of agricultural sciences and partner programs.

## INSTITUTIONAL MEMBERSHIP

Institutional Membership is open to agricultural colleges and alumni organizations within the 1862, 1890 and 1994 land-grant institutions, plus institutions holding membership in the Association of Public and Land-Grant Universities, APLU (formerly NASULGC) having agricultural, forestry and natural resources programs.

## ORGANIZATIONAL MEMBERSHIP/CORPORATE PARTNERSHIP

Organizational Membership is open to national honorary, social, and professional fraternal organizations, and national agricultural/commodity organizations and agencies as

approved by the NAADA Board of Directors. Corporate Partnership is open to those businesses involved in agriculture and natural resources as approved by the NAADA Board of Directors.

## EDUCATIONAL TRACKS

NAADA membership is segmented by track based upon the career focus of our members. The tracks include:

- Alumni
- Communications
- Development
- Student Professionals
- Volunteer

## RECOGNITION OPPORTUNITIES

NAADA offers a number of opportunities for our members to be recognized. These opportunities include:

- Above and Beyond Partner Award
- Founders Distinguished Service Award
- Front Line Award
- Jane Longley-Cook Volunteer Service Award
- Ray A. Miller Professional Achievement Award
- Ruby C. McSwain Outstanding Philanthropist Award
- Up and Coming Award
- Volunteer Service Award
- Projects & Publications Competition

## 2017-2018 MEMBERS

### Institutional Members

Auburn University  
Clemson University  
Colorado State University  
Cornell University  
Iowa State University  
Kansas State University  
Louisiana State University  
Michigan State University  
Mississippi State University  
Montana State University  
New Mexico State University  
North Carolina State University

Oklahoma State University  
Oregon State University  
Pennsylvania State University  
Purdue University  
Rutgers University  
Southern Illinois University  
Texas A & M University  
Texas Tech University  
The Ohio State University  
University of Arkansas  
University of California, Div. of Ag & Nat Res.  
University of California, Davis

University of Connecticut  
University of Florida  
University of Georgia  
University of Idaho  
University of Illinois  
University of Kentucky  
University of Maryland-College Park  
University of Minnesota  
University of Missouri  
University of Nebraska-Lincoln  
University of Tennessee  
University of Vermont  
University of Wisconsin

Virginia Tech  
Washington State University

### Organization Members

Abraham Baldwin Agricultural College  
Agriculture Future of America  
Angus Foundation

### Corporate Members

BASF

# 2019 NAADA CONFERENCE SPONSORSHIP FORM

Hosted by Louisiana State University in Baton Rouge, LA.  
June 10-13, 2019



## SPONSORSHIP

Title Level - \$20,000+

Choose one:

Awards Banquet

Platinum Level - \$7,500

Choose one:

- Breakfast
- Conference Tours
- Beg, Borrow & Steal
- Spirit Night Dinner

Gold Level - \$5,000

Choose one:

- Roundtable Discussions
- Breakout Session
- Opening Reception

Silver Level - \$2,500

Choose one:

- Monday Morning Break
- Monday Afternoon Break
- Tuesday Morning Break
- Tuesday Evening Break

Bronze Level - \$1,000

General - \$500

In-Kind

**Total Amount Due: \$** \_\_\_\_\_

Name as it should appear on all signage and program listings \_\_\_\_\_

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

I plan to donate a door prize

HR Contact Name (To grant access to the iCenter job/internship database) \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

### Method of Payment:

If paying by credit card, all fields below are required. **Note:** Full payment must accompany order to reserve your space.

Check enclosed (payable to NAADA)  Invoice  VISA  MasterCard

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3-digit Security Code (req.) \_\_\_\_

Cardholder Name (print) \_\_\_\_\_ Cardholder Phone \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

### Mail this form with payment or fax to:

NAADA Office  
1000 Westgate Drive #252  
St. Paul, MN 55114

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		comm.

**Cancellation policy:** With written cancellation notice received before May 6, you will receive a full refund, less a \$25 administrative fee. Cancellations after May 6 are non-refundable. No shows will not receive a refund. Sponsorships must be submitted before May 1 in order to be included in onsite materials.

*Due to PCI Compliance, please do NOT provide any credit card information via email. Call or fax it in only.*

Per standard by the Payment Card Industry, NAADA has met the requirements of the Payment Card Industry-Data Security Standards (PCI-DSS).