

# SPONSOR PROSPECTUS



PORTLAND, OREGON | JUNE 14-17, 2021



# AN OPPORTUNITY NOT TO BE MISSED!

Plans are well underway for the 2021 National Agricultural Alumni Development Association (NAADA) Annual Conference hosted in Portland, Oregon. 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!

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 an opportunity to explore diversity, equity and inclusion from the perspective of alumni engagement, student recruitment and employment, volunteer training and retention, communications, and development in the work of higher education agriculture professionals.
- Explore and share some best practice metrics and how they can advance the work of development, alumni engagement, volunteer, student and communication professionals in higher education agriculture and related sciences
- Explore the many ways our peers identify opportunities to overcome obstacles and challenges facing professionals in development, alumni engagement, volunteer, student and communications.
- Create a variety of opportunities for networking to enhance connections between conference participants.

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 Portland, OR!

## CONTACT

If you have questions about sponsorship opportunities, please contact:

**Grace Gothers, NAADA Event Coordinator**  
(651) 203-7247 | [graceg@naada.org](mailto:graceg@naada.org)

### NAADA

1000 Westgate Drive, Suite 252  
St. Paul, MN 55114  
p. 651-203-7246  
[www.naada.org](http://www.naada.org)

## DID YOU KNOW?

NAADA is a strong and vibrant organization that celebrated its 46th Anniversary in 2020.

# 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 and Introduce 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

- Awards Banquet

*Additional Title Sponsor benefits include:*

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

### PLATINUM

- Breakfast
- Beg, Borrow and Steal Session
- Conference Tours
- Spirit Night

### GOLD

- Multiple Breakout Sessions (Multiple Available)
- Opening Reception

### SILVER

- Wednesday Morning Break
- Wednesday Afternoon Break
- Thursday Morning Break
- Thursday Afternoon Break

### EXHIBITOR INFORMATION

- 6' tables included with sponsorship registration (Title – Bronze levels)
- Booth space is first come, first served

# 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
- Corporate Partner Award

## 2019-2020 MEMBER INSTITUTIONS

Agriculture Future of America  
Auburn University  
BASF Corporation  
Clemson University  
Colorado State University  
Cornell University  
Iowa State University  
Kansas State University  
Louisiana State University - College of Agriculture  
Michigan State University  
Mississippi State University  
Montana State University  
North Carolina State University

Oklahoma State University  
Oregon State University - College of Agricultural Sciences  
Penn State University  
Purdue University  
Rutgers University  
Southern Illinois University  
Texas A&M University - College of Agriculture and Life Sciences  
Texas Tech University  
The Ohio State University  
University of Arkansas  
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 Wisconsin  
Virginia Tech  
Washington State University

# 2021 NAADA CONFERENCE SPONSORSHIP FORM

Hosted in Portland, Oregon. June 14-17, 2021.

## SPONSORSHIP

### Title Level - \$20,000+

Awards Banquet

### Platinum Level - \$7,500

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

### Gold Level - \$5,000

- Breakout Sessions  
 Opening Reception

### Silver Level - \$2,500

- Wednesday Morning Break  
 Wednesday Afternoon Break  
 Thursday Morning Break  
 Thursday Afternoon Break

Bronze Level - \$1,000

General - \$500

In-Kind

Add'l Registrations - \$575 x # \_\_\_\_\_

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

## SPONSOR INFORMATION

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  I would like an exhibit space

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

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

## 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

*Cancellation policy: With written cancellation notice received before April 14, you will receive a full refund, less a \$25 administrative fee. Cancellations after April 14 are non-refundable. No shows will not receive a refund. Sponsorships must be submitted before May 14 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).*

(For office use only)

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