SPONSOR PROSPECTUS

MICHIGAN STATE UNIVERSITY

GREAT LAKES

GREAT VISION

NAADA 2020

Hosted by Michigan State University
East Lansing, MI | June 15-18, 2020
AN OPPORTUNITY NOT TO BE MISSED!

Plans are well underway for the 2020 NAADA Annual Conference hosted by Michigan State University in East Lansing, MI. 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!

Michigan 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 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 East Lansing, MI!
## SPONSOR LEVELS AND BENEFITS

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### 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

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

#### GOLD
- Multiple Breakout Sessions
- Opening Reception

#### SILVER
- Wednesday Morning Break
- Wednesday Afternoon Break
- Thursday Morning Break
- Thursday 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
- Corporate Partner Award

2018-19 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 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
- Organization Members
- Agriculture Future of America
- Angus Foundation

Corporate Members
- BASF
2020 NAADA CONFERENCE SPONSORSHIP FORM
Hosted by Michigan State University in East Lansing, MI.
June 15-18, 2020

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:
    ☐ Breakout Session
    ☐ Opening Reception

☐ Silver Level - $2,500
  Choose one:
    ☐ Wednesday Morning Break
    ☐ Wednesday Afternoon Break
    ☐ Thursday Morning Break
    ☐ Thursday 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
1000 Westgate Drive #252
St. Paul, MN 55114

Cancellation policy: With written cancellation notice received before April 24, you will receive a full refund, less a $25 administrative fee. Cancellations after April 24 are non-refundable. No shows will not receive a refund. Sponsorships must be submitted before May 15 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).