

SPONSOR PROSPECTUS



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!

CONTACT US:

If you have questions about sponsorship opportunities, please contact:

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

NAADA

1000 Westgate Drive, Suite 252
St. Paul, MN 55114
p. 651-203-7246
f. 651-290-2266

www.naada.org

DID YOU KNOW?

NAADA is a strong and vibrant organization that is celebrating its 45th 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	✓	✓	✓	✓	✓		
Onsite Conference Program							
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

- Multiple Breakout Sessions
- Opening Reception

PLATINUM

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

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

North Carolina State University
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

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
Agriculture Future of America
Angus Foundation

Organization Members

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

(For office use only)

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

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).