

2017

**NASDA**



SPONSORSHIP  
OPPORTUNITIES

# SPONSORSHIP OPPORTUNITIES

Founded in 1916, the National Association of State Departments of Agriculture (NASDA) is a non-profit, nonpartisan organization representing the lead state agriculture officials from all 50 states and four U.S. territories.

NASDA grows and enhances agriculture by forging partnerships and creating consensus to achieve sound policy outcomes between state departments of agriculture, the federal government, and stakeholders.

Sponsorship by government and private sector leaders like you will be critical to the success of our policy priorities and will help write the script for our success for decades to come.



# FOUR REASONS to SPONSOR

## 1. NETWORKING

Abundant networking opportunities and interaction with meeting attendees from across the nation, including state and federal policy makers, industry counterparts, researchers, and future leaders.



## 2. DISCUSSION

Exciting discussion on a broad spectrum of current and future agricultural policy issues.

NASDA is expecting record attendance at both of our annual events in 2017.



## 3. EDUCATION

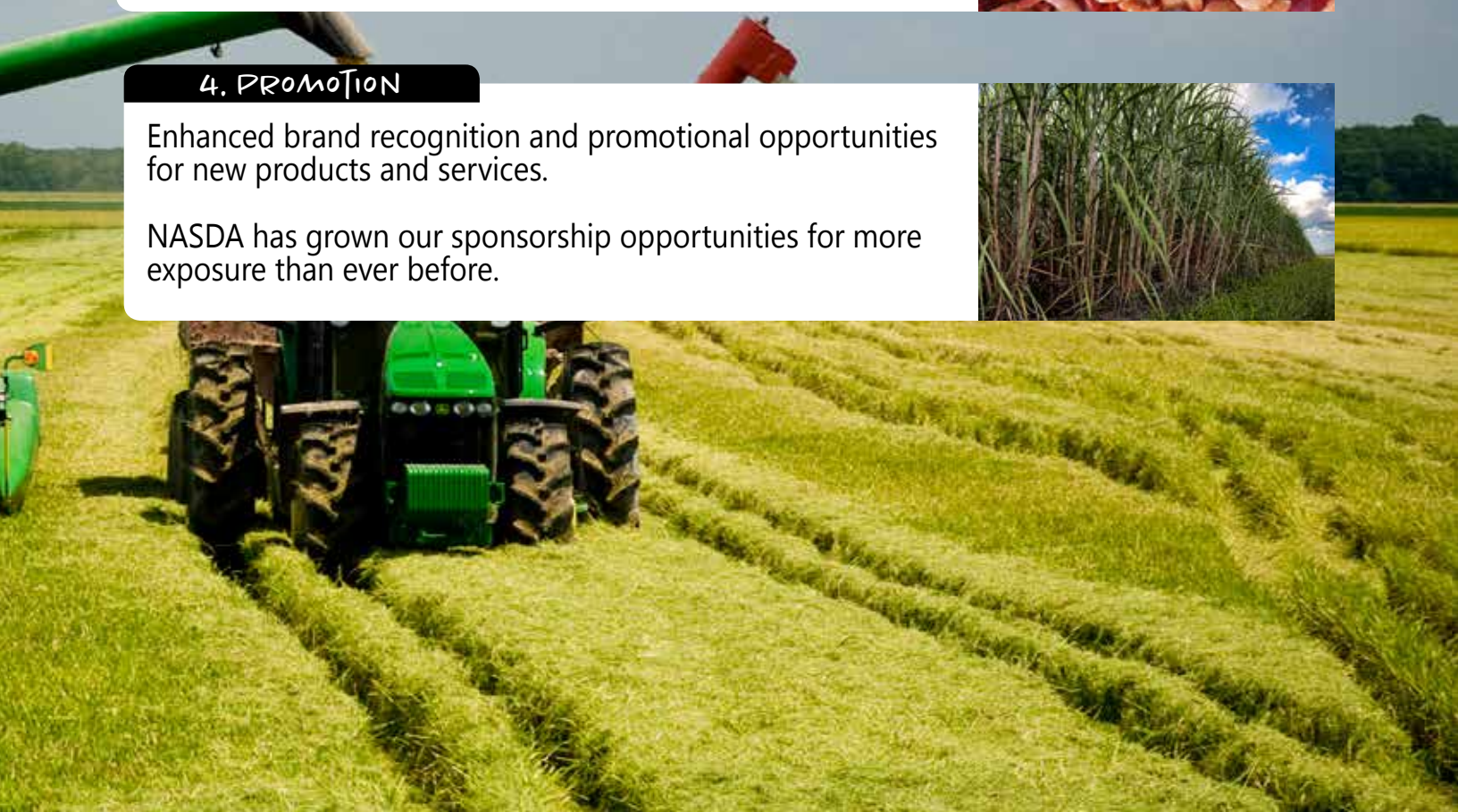
NASDA Members have a broad range of regulatory and promotional responsibilities. Investing in these events provides your company with insight on emerging legislative and regulatory issues from state and federal officials.



## 4. PROMOTION

Enhanced brand recognition and promotional opportunities for new products and services.

NASDA has grown our sponsorship opportunities for more exposure than ever before.



# NASDA

IN

September 11 - 14 | New Orleans, LA

NASDA President and Louisiana Commissioner of Agriculture Mike Strain welcomes you to join legislative and regulatory discussions which will undoubtedly affect change with our new President, new administration, new congress, and the next Farm Bill. See you in New Orleans!

## PICK A LEVEL

Please choose how and where your organization is featured. After you select a level, you can choose to add one of our amplification options on the next page.



**DIAMOND**

President's Dinner  
**\$30,000**  
or more

6 Registrations

Custom Dinner Signage

Private Reception with NASDA Board of Directors

Recognition on website, app, signage, and other

**PLATINUM**

Dinner Sponsor  
**\$25,000**

5 Registrations

Custom Dinner Signage

Private Reception with NASDA Board of Directors

Recognition on website, app, signage, and other

**GOLD**

Lunch Sponsor  
**\$20,000**

4 Registrations

Custom Lunch Signage

Private Reception with NASDA Board of Directors

Recognition on website, app, signage, and other

**SILVER**

App Sponsor  
**\$15,000**

3 Registrations

Custom In-App Banner Graphics

Recognition on website, app, signage, and other

**BRONZE**

President's Reception  
**\$10,000**

2 Registrations

Custom Reception Signage

Recognition on website, app, signage, and other

**FRIEND**

Hospitality Suite  
**\$5,000**

1 Registration

Custom Hospitality Suite Signage

Recognition on website, app, signage, and other

**STAKEHOLDER**

Breaks  
**\$2,500**

1 One-Day Registration

Custom Break Signage

Recognition on website, app, signage, and other

**PATRON**

Attendee Office  
**\$1,000**

Custom Attendee Office Signage

Recognition on website, app, signage, and other

**SUPPORTER**

**\$500**

Recognition on website, app, signage, and other

# LOUISIANA

## Amplify Your Brand while NASDA takes New Orleans

The additional sponsorship opportunities below are **available to those who are committed to the Diamond – Supporter levels**. For every \$5,000 spent on add-ons, your company will receive one complimentary registration. Have a better idea? Let's talk!

### INVEST

Display your company's commitment to future leaders

#### **NASDA's Next Generation \$30,000**



Your sponsorship will advance understanding by collegiate leaders in agriculture, food, and natural resources majors of the role our members play in policy development, communication, and promotion of agriculture. Speaking opportunities available.

### INNOVATE

Show off your brand by supporting innovative conference amenities

#### **Wi-Fi Connection \$5,000**

Sponsor connections for all meeting attendees in the plenary room. Cards identifying the sponsoring company will be distributed to all attendees. Directional signage will also be displayed.

#### **Mobile Charging Station \$3,000**

Free standing station is personalized for your company and placed in the general session room for attendees to charge multiple devices when their battery is running low.

### AMPLIFY

Increase awareness of a new product or initiative in your company to attendees

#### **Name Badges \$5,000**

Place your brand's logo on our attendee name badges.

#### **Print Advertisements**

Promote your company in our meeting brochure distributed to all attendees.

Full Page (8.5 x 11") - \$1000  
Half Page (4.25 x 5.5") - \$500  
Quarter Page (4.25 x 2.75") - \$250

#### **E-Mail Advertisements**

Promote your company in our pre-meeting e-mails. Advertisements will be used at least twice.

Skyscraper (160 x 600 px) - \$250  
Banner (728 x 90 px) - \$175  
Square (250 x 250 px) - \$150

#### **Room Drops \$5 per room/night**

Want to place something special in attendee hotel rooms? Use this service to have branded items and treats delivered to the guests of your choice.

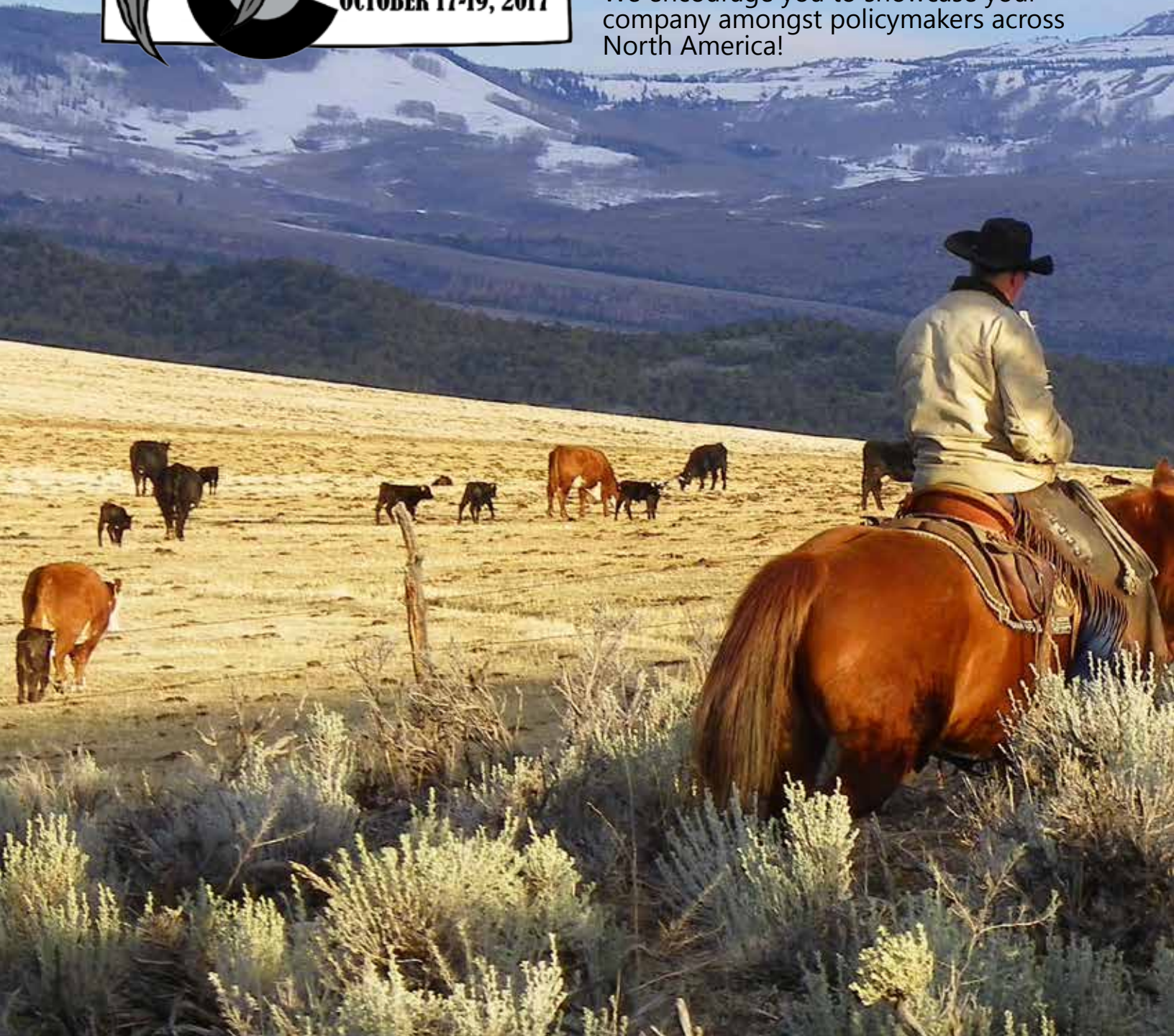
# TRI-NATIONAL AGRICULTURAL ACCORD



The Tri-National Agricultural Accord is an annual meeting of the senior state and provincial agricultural officials of Canada, the United States, and Mexico. The objective of the Accord is to address agricultural trade and rural development issues to advance the North American agriculture sector.

Every third year, the United States has an opportunity to host this international event. Colorado, under the leadership of Colorado Commissioner of Agriculture Don Brown, will serve as host in 2017.

We encourage you to showcase your company amongst policymakers across North America!





## PICK A LEVEL

Please choose how and where your organization is featured by selecting a sponsorship level below.

### GOLD

Delegate Dinner  
**\$20,000**  
or more

5 Registrations for  
Open Sessions

Custom Dinner  
Signage

Recognition on  
website, app,  
signage, and other

### SILVER

App Sponsor  
**\$10,000**

4 Registrations for  
Open Sessions

Custom In-App Banner  
Graphics

Recognition on website,  
app, signage, and other

### BRONZE

Hospitality Suite  
**\$7,000**

3 Registrations for  
Open Sessions

Custom Hospitality  
Suite Signage

Recognition on website,  
app, signage, and other

### FRIEND

Welcome Reception  
**\$5,000**

2 Registrations for  
Open Sessions

Custom Hospitality  
Suite Signage

Recognition on website,  
app, signage, and other

### STAKEHOLDER

Breaks  
**\$2,500**

Custom Break Signage

Recognition on  
website, app, signage,  
and other

### SUPPORTER

**\$1,000** or below




Recognition on website,  
app, signage, and other



Want to **confirm your sponsorship** or request more information?

Contact:  
Carly Grether  
Coordinator, Member Services  
[carly@nasda.org](mailto:carly@nasda.org)  
(202) 296-9680

**Note: Please confirm sponsorship prior to mailing your payment** to receive important payment information.

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