

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

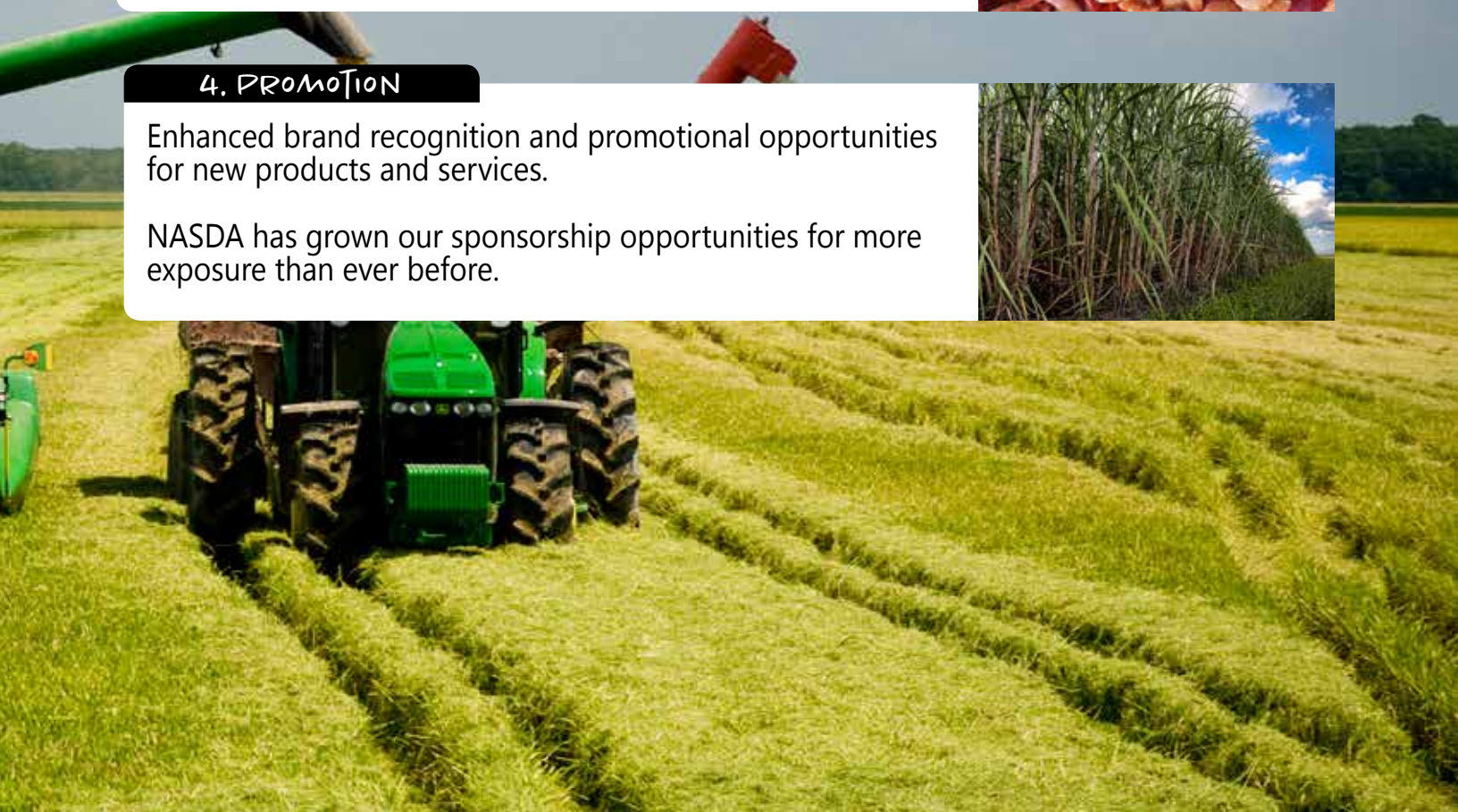
NASDA Members have a broad range of regulatory and promotional responsibilities. Investing in these events provides your company with insight on emerging legislative and regulatory issues from state and federal officials.



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.

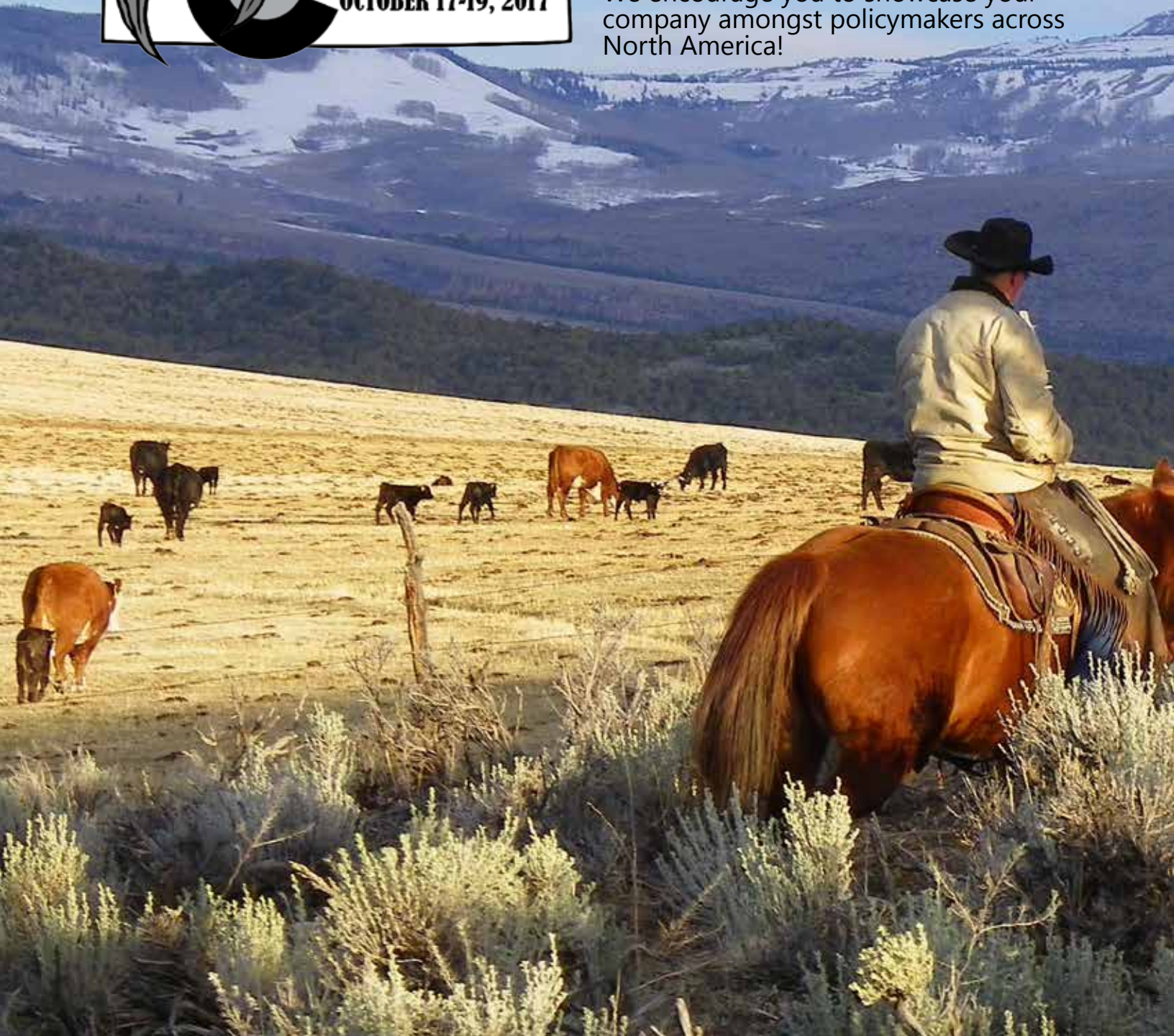
TRI-NATIONAL AGRICULTURAL ACCORD



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:
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Coordinator, Member Services
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(202) 296-9680

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

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