

# COLLABORATION *in the* CAROLINAS



**2016** NAADA  
CONFERENCE

...for Agriculture's Future



**2016 NAADA  
ANNUAL  
CONFERENCE**

CO-HOSTED BY NORTH CAROLINA STATE UNIVERSITY AND CLEMSON UNIVERSITY  
ASHEVILLE, NC | JUNE 20-24, 2016

**SPONSOR PROSPECTUS**

# AN OPPORTUNITY NOT TO BE MISSED!

Plans are well underway for the 2016 NAADA Annual Conference co-hosted by North Carolina State University and Clemson University in Asheville, NC. 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. 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 inspiring example of cooperation between sister land-grant institutions to deliver professional development and educational programming to enhance each member personally and seek to motivate collaboration throughout their organizations.
- Showcase the diversity and unity of agriculture in North Carolina and South Carolina.
- Cooperate with agencies, businesses and organizations in North and South Carolina who are engaged in the vital industry's of agriculture and the natural resources to create synergy throughout the Carolinas and evoke a sense of pride and encouragement to participate in the advancement of our organizations.
- Challenge each attendee to establish at least one "Collaboration Goal" for the upcoming year.
- Through sincere southern hospitality and generosity, host a NAADA Conference that will inspire participants to share aspects of the conference in years to come.

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 Asheville, NC!

Best regards,

Mary Ann Parsons, 2016 Education Committee Chair, University of Georgia  
Sennah Honea, 2016 Conference Co-Chair, Clemson University  
Kathy Kennel, 2016 Conference Co-Chair, North Carolina State University  
Carissa Wolf, NAADA Meeting Planner

## CONTACT US:

If you have questions about conference logistics, please contact NAADA Event Planner Carissa Wolf at 651-265-7849 or via email at [carissaw@naada.org](mailto:carissaw@naada.org).

If you have questions about sponsorship opportunities, please contact:

Darrin Hubbard, NAADA Executive Director  
651-290-7463

[darrinh@naada.org](mailto:darrinh@naada.org)

- OR -

Keith Barber, NAADA President

865-974-5779

[kbarber@utfi.org](mailto:kbarber@utfi.org)

### NAADA

1000 Westgate Drive, Suite 252

St. Paul, MN 55114

p. 651-203-7246

f. 651-290-2266

[www.naada.org](http://www.naada.org)

## DID YOU KNOW?

NAADA is a strong and vibrant organization that celebrated its 40th Anniversary in 2015.

# SPONSOR LEVELS AND BENEFITS

	Diamond \$10,000	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/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 Diamond through Silver levels allows you to select an event to sponsor.

### DIAMOND

- Awards Banquet

### PLATINUM

- Publication Awards Breakfast
- Conference Tours
- Beg, Borrow and Steal Workshops
- Spirit Night Dinner

### GOLD

- Roundtable Discussion Series
- Multiple Breakout Sessions
- Opening Reception

### SILVER

- Monday Morning Break
- Monday Afternoon Break
- Tuesday Morning Break
- Tuesday Evening Break

## IMPORTANT EXHIBIT INFORMATION:

- 6' tables included with sponsorship registration (Diamond – Bronze levels)
- Booth space is first come, first served (choose your own table)
- All electricity, shipping questions can be directed to NAADA Event Planner Carissa Wolf at [carissaw@naada.org](mailto:carissaw@naada.org).

# 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
- Volunteer Service Award
- Projects & Publications

## 2015-2016 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 of Pennsylvania  
University of Pennsylvania State  
Purdue University  
Rutgers University  
Texas A & M University  
Texas Tech University  
The Ohio State University  
University of Arizona  
University of Arkansas  
University of Connecticut  
University of Florida  
University of Georgia  
University of Idaho  
University of Illinois  
University of Kentucky  
University of Minnesota  
University of Missouri

University of Nebraska-Lincoln  
University of Tennessee  
University of Vermont  
University of Wisconsin  
Virginia Tech  
Washington State University  
University of Idaho  
University of Illinois  
University of Kentucky  
University of Minnesota  
University of Missouri  
University of Nebraska-Lincoln  
University of Tennessee  
University of Vermont  
University of Wisconsin

Virginia Tech  
Washington State University

### Organizational Members

Abraham Baldwin Agricultural College  
Agriculture Future of America  
Alpha Gamma Rho  
AmericanHort  
Angus Foundation

### Corporate Partners

BASF Corporation

# 2016 NAADA CONFERENCE SPONSORSHIP FORM

Co-hosted by North Carolina State University and Clemson University in Asheville, NC  
June 20-24, 2016



## SPONSORSHIP

Diamond Level - \$10,000+

**Choose one:**

Awards Banquet

Platinum Level - \$7,500

**Choose one:**

- Publications Awards Breakfast
- Conference Tours
- Beg, Borrow & Steal
- Spirit Night Dinner

Gold Level - \$5,000

**Choose one:**

- Roundtable Discussions
- Breakout Session
- Opening Reception

Silver Level - \$2,500

**Choose one:**

- Monday Morning Break
- Monday Afternoon Break
- Tuesday Morning Break
- Tuesday 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 Office  
1000 Westgate Drive, Suite 252, St. Paul, MN 55114-1067  
p. 651-203-7246 | f. 651-290-2266  
www.naada.org

(For office use only)

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

**Cancellation policy:** With written cancellation notice received before May 15, you will receive a full refund, less a \$25 administrative fee. Cancellations after May 15 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).