

united  ag



SPONSORSHIP OPPORTUNITIES BROCHURE

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2020 SPONSORSHIP OPPORTUNITIES



HONORING THE PAST CELEBRATING THE PRESENT INSPIRING THE FUTURE

Showcase your logo and business to the entire UnitedAg membership: over 3,500 agribusiness owners, managers, companies and associations that UnitedAg reaches each week through its exclusive publications, communications, events, website, and social media.

Our sponsors build long-lasting relationships with UnitedAg members.

There are many ways to sponsor in 2020, and at every price point. Find the level or package that benefits you!



"LEGACY" SPONSOR (CORPORATE) \$10,000

The Legacy Sponsorship is the premier sponsorship level of the UnitedAg Annual Conference. Sponsorship will grant you premier visibility and signage in all key conference printed materials. (Limited to 4 sponsors.)

BENEFITS INCLUDE:

- Pre-conference publications
- Social Media Marketing Efforts (Facebook, Twitter & Instagram)
- Totally 80's Dinner Dance (4 included)
- Signage in 40th Anniversary Conference Program
- Conference Registrations (4 included)
- Name or Logo included on Celebrate Signature Giveaways
- New podcast series coming 2020
- Pre & Post Conference Press Releases
- Post-conference publications
- Recognition during Excellence Awards

BACK AGAIN THIS YEAR:

- Quarter-page ad in 40th Anniversary Conference Program
- Logo on Website

ADDITIONAL YEARLONG SPONSORSHIP:

- Health Benefits Regional Events in 4 regions (signage)
- CFO / HR Symposium in 2 regions (digital signage)
- Health Innovation Forum (digital signage)
- Ops Forum (sponsor logo signage)
- UnitedAg Weekly News (logo signage)
- Women Ag Leadership Academy (signage)
- Company name or logo featured in Special "Celebrate" Video



"CELEBRATE" SPONSOR \$7,500

Celebrate Sponsors at this level will have their logo included on all key conference printed materials and signage.

BENEFITS INCLUDE:

- Pre-conference publications
- Website logo signage
- Annual Conference Welcome Packet
- Totally 80's Dinner Dance (3 included)
- 40th Anniversary Conference Program
- Conference Registrations (3 included)
- Post-conference publications
- Social Media outlets: Facebook, Twitter & Instagram

WHO WE ARE

UnitedAg is a member-owned agricultural trade association of over 1,000 agribusiness employers. We are a recognized leader in providing innovative health care benefit plans and solutions that fit the unique needs of the agribusiness community. Our members look to us to find the most valuable industry resources, advocacy, business solutions, service providers and networking opportunities.

We organize and promote educational activities, conferences, regional meetings, webinars and workshops that provide our members with innovative tools and solutions to ensure a strong, healthy and vital Ag industry.

UNITEDAG'S 40TH ANNUAL CONFERENCE - MAUI, HAWAII


























Attracting over 250 Ag leaders and business owners, UnitedAg's Annual Meeting and Conference is one of the premier events in providing Ag business owners and key decision makers with up-to-the-minute information and education on topics vital to the Ag industry. UnitedAg's members and Conference attendees include:










- Owners/Presidents/CEO's
- CFO's
- General Managers/Directors of Operations
- Human Resource professionals
- Growers, packers, shippers
- Farm labor contractors
- Food processors
- Commodity and specialty crops across California and Arizona
- Dairy, pork, beef, poultry
- Businesses affiliated with Ag

For more information or to register as a 2020 UnitedAg sponsor, please visit our website: www.unitedag.org or contact our UnitedAg Membership team at membership@unitedag.org or call (800) 223-4590.

Last day to Become a Sponsor: Friday, January 31, 2020

GET CREATIVE WITH THESE SPONSORSHIP PACKAGES

Sponsorship Packages Available	LEGACY Sponsor \$10,000	CELEBRATE Sponsor \$7,500	GOLD Sponsor \$5,000	SILVER Sponsor \$2,500	BRONZE Sponsor \$1,200
Pre-Conference Publications: Company name or logo in pre-conference publications one month prior to conference (reach 3,250 ag individuals 4 times via print and email).					
Excellence Awards: Recognition during Excellence Awards; company name or logo in Excellence Awards Program.					
Annual Conference Welcome Packet Insert: One piece of marketing material included in the Annual Conference Welcome Packets for attendees.					
Annual Breakfast & Keynote: Company name or logo in program.					
Totally 80's Dinner Dance: Company name or logo on signage at entrance; logo displayed on continuous loop for the entire event; and verbal recognition.					
Sponsor Signage: Company name or logo on Conference signage to be displayed at registration, keynote & general sessions, and dinner dance.					
40th Anniversary Conference Program: Company name or logo in conference program.					
Annual Conference Registration Included: Four (4) for Legacy sponsor; Three (3) for Celebrate sponsor; Two (2) for Gold sponsor; Two (2) for Silver sponsor; one (1) for Bronze sponsor.	4x 	3x 	2x 	2x 	1x 
Post-Conference Publications: Company name or logo in single post-conference issue of UnitedAg News (reach over 2,300 subscribers).					

Yearlong Sponsorship Opportunities					
UnitedAg News: Company name or logo listed as a 2019 corporate sponsor in quarterly newsletters (reaching more than 3,500 members and prospect contacts via print and email).					
Health Benefits Forum: Company name or logo on signage at all regional events.					
CFO / HR Symposium: Company name or logo on signage at all regional events.					
Health Innovation Forum: Company name or logo listed at all events.					
WomenAg Leadership Academy: Company name or logo on signage at all regional events.					
Ops Forum: Company name or logo listed during webinar event.					

A LA CARTE & PHILANTHROPY EVENTS

Member Connection "Luau" Sponsor

\$1,200 (4 available)

Opportunity to provide promo giveaways at the Member Connection Luau; Recognition during the Member Connection Luau; Company name or logo on promotional pieces; Two (2) tickets included to attend the Member Connection Luau.

Annual Breakfast & Keynote Sponsor

\$1,000 (3 available)

Verbal recognition during opening remarks; Company name or logo on agenda; Company name or logo in Annual Conference program; Two (2) tickets included to attend the Annual Breakfast & Keynote.

Excellence Awards Sponsor

\$1,500 (3 available)

Opportunity to provide promo giveaway to be given out during Excellence Awards; Recognition during Excellence Awards; Company name or logo will be included in the Awards Program; two (2) tickets included to attend the Excellence Awards Luncheon.

Conference Session Sponsor

\$500 (4 available)

Company name or logo displayed during session; recognition during welcome remarks; recognition as session sponsor in Conference program; one piece of marketing material to be included in the session handouts.

Totally 80's Dinner Dance Sponsor

\$500 (4 available)

Company name or logo displayed during Dinner Dance; recognition during Dinner Dance; recognition as Dinner Dance sponsor in Dinner Dance Program and 2020 Silent Auction Brochure.

AG SURVIVOR

Based on the popular reality TV show, our Ag Survivor event is a highly energetic outdoor, team building event, filled with exciting team building games designed to challenge team members mentally, physically and emotionally.

Team members will be tested and challenged with a series of physical and problem-solving challenges. Based on their survival skills, each challenge will become more and more mentally demanding. The team with the highest score at the end of the final round is the true Ag Survivor team!

Ag Survivor "Gula" Sponsor

\$1,500

Group of (5) five survivors included in the activity; Team name / logo featured on event signage and t-shirt; Team name / logo included prominently listed on pre & post-event press releases and social media

Ag Survivor "Kala" Sponsor

\$700

Group of (2) two survivors included in the activity; Team name / logo featured on event signage and t-shirt; Team name / logo included prominently listed on pre & post-event press releases and social media

Ag Survivor "Keleawe" Sponsor

\$500

(1) one survivor included in the activity; Team name / logo featured on event signage and t-shirt; Team name / logo included prominently listed on pre & post-event press releases and social media

PARTNERS IN HEALTH

Health Innovation Forum Sponsor

\$700

Sponsor recognition on all pre and post event promotions, including event signage, event program, event website, pre/post social media promotional efforts, and all future ongoing programs in 2020 hosted by the Health Innovation Forum.

Service Rep "PAWS DOWN" Sponsor

\$300

Company name or logo displayed in Excellence Awards Luncheon program; recognition during Excellence Awards Luncheon; yearlong recognition in Rep Initiative Newsletter.

CREATIVE OPPORTUNITIES

WomenAg Leadership Academy

\$2,000

Verbal recognition and signage on all event promotional materials and publicity. The opportunity to provide a marketing flyer or giveaway at each leadership session; recognition on social media and website; One (1) registration included in this sponsorship package to participate in the Women Ag Leadership Academy (all 5 sessions).

Friends of UnitedAg

\$2,500

Ongoing recognition on the UnitedAg website; featured recognition at all major events including the Annual Conference, Health Benefits Forums, CFO / HR Symposium, Health Innovation Forum, WomenAg Leadership Academy, Ops Forum, advocacy events and workshops hosted by UnitedAg.

Health Benefits Forum

\$1,000 (for all regions)

Sponsor recognition on all pre/post event promotions, including event signage, event program, event website and pre/post social media promotional efforts.

CFO / HR Symposium

\$1,000 (in all regions)

Company name or logo on Symposium invitations, event website and all social media promotional efforts; recognition during welcome remarks and on handout materials.

Ops Forum

\$500 (year-round)

Sponsor recognition year-round, including name or logo featured on digital signage, webinar landing page, event emails, digital forum presentation, and pre/post social media promotional efforts.



CONTACT INFORMATION

Name/Primary Contact: _____

Company: _____

Address/City/State/Zip: _____

Mobile Phone: _____ E-mail: _____

SPONSORSHIP OPPORTUNITIES

Please check one or more of the following sponsorships. If you have any questions, please contact UnitedAg Membership: membership@unitedag.org or (800) 223-4590.

Last Day to Become a Sponsor: Friday, January 31, 2020

Conference Sponsorship Packages		Cost
<input type="checkbox"/>	NEW Legacy Sponsor <i>(3 available)</i>	\$10,000
<input type="checkbox"/>	NEW Celebrate Sponsor	\$7,500
<input type="checkbox"/>	Gold Sponsor	\$5,000
<input type="checkbox"/>	Silver Sponsor	\$2,500
<input type="checkbox"/>	Bronze Sponsor	\$1,200

Creative Sponsorship Opportunities		Cost
<input type="checkbox"/>	Friends of UnitedAg	\$2,500
<input type="checkbox"/>	Health Benefits Forum <i>(for all regions)</i>	\$1,000
<input type="checkbox"/>	CFO / HR Symposium <i>(for all regions)</i>	\$1,000
<input type="checkbox"/>	WomenAg Leadership Academy	\$2,000
<input type="checkbox"/>	NEW Ops Forum	\$500

A La Carte Sponsorship Opportunities		Cost
<input type="checkbox"/>	Member Connection Luau <i>(4 available)</i>	\$1,200
<input type="checkbox"/>	Annual Breakfast & Keynote Sponsor <i>(3 available)</i>	\$1,000
<input type="checkbox"/>	NEW Excellence Awards Sponsor <i>(3 available)</i>	\$1,500
<input type="checkbox"/>	Conference Session Sponsor <i>(3 available)</i>	\$500
<input type="checkbox"/>	NEW Totally 80's Dinner Dance Sponsor <i>(4 available)</i>	\$500

Philanthropy Sponsorship Opportunities		Cost
<input type="checkbox"/>	NEW Ag Survivor "Gula" Sponsor	\$1,500
<input type="checkbox"/>	NEW Ag Survivor "Kala" Sponsor	\$700
<input type="checkbox"/>	NEW Ag Survivor "Keleawe" Sponsor	\$500

Partners in Health Sponsorships		Cost
<input type="checkbox"/>	Health Innovation Forum Sponsor	\$700
<input type="checkbox"/>	NEW PAWS DOWN Sponsor	\$300

PLEASE SELECT A PAYMENT OPTION

- MAIL & CHECK:**
Please make the check payable to **UnitedAg** and mail with this form to:
UnitedAg Membership
54 Corporate Park
Irvine, CA 92606
- EMAIL & CREDIT CARD:**
Please email this form to membership@unitedag.org.
You will receive an e-mail invoice that contains a link to pay by credit card.

**LAST DAY TO BECOME A SPONSOR:
Friday, January 31, 2020**