

NGFA 120TH ANNUAL CONVENTION SPONSORSHIP PROSPECTUS



The goal of NGFA’s Annual Convention is to provide **big-picture analysis** of high level issues that will affect the industry in the coming year. This information is presented lecture- or panel-style by executive or “C”-level leaders, elected government officials and international business leaders.

There is a **strong networking** component to Convention as well, and we take the time to recognize those members who have served the Association above and beyond the normal scope of involvement, to celebrate retirements, and to enjoy the company of our fellow members.

Because networking is such a prominent part of this meeting, we see as many Associate member company representatives (lending institutions; brokers and brokerage firms; boards of trade and grain exchanges; equipment manufacturers; suppliers; accountants; consultants; market advisers; law firms; service providers and others) as Active member company representatives. Convention is an excellent place to **reach your customers**, your clients, and your peers.

What follows is a comprehensive list of the sponsorship opportunities at NGFA’s Annual Convention. It is our hope that we may become an extension of your marketing department, and that we may **help you achieve your business goals**. To that end, below please find the recognitions provided to all partner companies, specific recognitions are listed with each sponsorship opportunity.

Company sponsorships are tallied to determine the total sponsorship level and recognition is awarded accordingly. If you would like to increase your contribution amount in order to achieve a higher recognition level please contact us to discuss ways to do so.

Please contact Rebecca Grubbs with any questions: rgrubbs@ngfa.org; 202-289-0873

Silver * Up to \$4,999 *	Gold * \$5,000 - \$9,999 *	Platinum * \$10,000 and up *
“Sponsor” name badge ribbons for all attending company employees	Company name on Sponsorship signage at convention registration	Company name and logo on all print and electronic convention communications. Logo will be hyperlinked to your website on electronic communications.
Listing with company logo and link to website in Convention mobile app and on Convention webpage	Two invitations to Saturday’s Chairman’s Reception and recognition at the event	Company name on Sponsorship signage at convention registration
Company listing in printed Convention Booklet	“Sponsor” name badge ribbons for all attending company employees	Two invitations to Saturday’s Chairman’s Reception and recognition at the event
	Listing with company logo and link to website in Convention mobile app and on Convention webpage	“Sponsor” name badge ribbons for all attending company employees
	Company logo and listing in printed Convention Booklet	Listing with company logo and link to website in Convention mobile app and on Convention webpage
		Company logo and listing in printed Convention Booklet

NGFA 120th ANNUAL CONVENTION SPONSORSHIP OPPORTUNITIES

Hotel Del Coronado | San Diego, CA

March 13-15, 2016



*Sponsorship opportunities are awarded on a first-come, first-served basis
Previous sponsors have right of first refusal through Feb.10, 2016*

Saturday, March 12

Event	Sponsorship Amount(S)	Description
Chairman's Reception	\$10,000	All NGFA committee chairs, Executive Committee members, officers, sponsors and certain other VIPs are invited to this invite-only cocktail reception. The sponsoring company may also provide branded cocktail napkins.

Sunday, March 13

Event	Sponsorship Amount(S)	Description
Registration Refreshments <i>Limited to one sponsor</i>	\$1,000	Beverages are made available for the duration of Sunday's registration hours. Sunday has the heaviest registration traffic and this is a high-visibility opportunity.
Past Presidents'/Chairmen's Lunch	\$2,000	Many former Chairmen of the Board join us as at convention each year and they are hosted for a special lunch with the current NGFA officers.
New Member/First Time Attendee Reception <i>Limited to one sponsor</i>	\$500	Before our Sunday Welcome Reception the new members/attendees are introduced to our leadership and staff and toasted with a glass of champagne. This is a good opportunity to create a primary association to your organization.
Welcome Reception	\$35,000	The first social event of convention, this sponsorship has a high-level of visibility. The sponsoring companies may also provide branded cocktail napkins.

Monday, March 14

Event	Sponsorship Amount(S)	Description
Morning Networking Coffee	\$4,000	An opportunity to network before our grand opening breakfast, coffee will be served.
Grand Opening Plated Breakfast <i>\$10,000 minimum sponsorship</i>	\$40,000	The Grand Opening Breakfast and General Session kicks off the program on Monday morning. This event has the highest attendance of any convention programming. If this is a single-sponsor event the sponsoring company may also provide an appropriate give away at each place setting. All sponsors receive a reserved table.
Spouse/Guest Breakfast Program	\$10,000	This brunch event and activity is attended by about 80-90 spouse/guest attendees. This year we will be assembling care packages for our troops overseas.

Tuesday, March 15

Event	Sponsorship Amount(S)	Description
Continental Breakfast	\$15,000	Breakfast Tuesday is a continental breakfast made available to all attendees and guests.
Morning Coffee Break	\$4,000	Break sponsors receive signage in the serving area. If this is a single-sponsor event the sponsoring company may also provide branded cocktail napkins.
Board of Directors Lunch	\$10,000	Luncheon for the Board of Directors, who holds one of their semi-annual meetings at Convention.
Board of Directors PM Break	\$1,500	Break sponsors receive signage in the serving area.

Tuesday, March 15 Gala Sponsorships

The closing Gala Banquet is a great party and offers many excellent sponsorship opportunities; it's a highly anticipated event with very high attendance. This year's gala will take place – where else – on the beach! After we begin the evening with cocktails we move on to a delicious seated dinner and closing program where, among other things, the golf tournament winners are announced. After dinner we'll kick off our flip flops and dance to the tropical rock of the Joe Rathburn Band as well as enjoy a sumptuous dessert buffet, all on the wide Coronado beach.

Event	Sponsorship Amount	Additional Recognitions
Fireworks Show <i>Limited to one sponsor 2/22 sponsorship deadline</i>	\$8,500	New this year! A five-minute fireworks display before we kick off the dessert and dancing portion of the event. Sponsor given name credit in all written material (“Gala Banquet Dinner and XYZ Fireworks Show”) plus all recognitions listed below. Fireworks only booked if sponsored – be the reason we get the show!
Moon Balloons (3) <i>Limited to one sponsor per balloon 2/29 sponsorship deadline</i>	\$6,000 ea.	To provide light to our beach dinner we'll have four large “moon balloons” floating above our dinner. Put your logo on a balloon and illuminate the gala for all to see. Picture available. Aside from the logo balloon sponsors receive all recognitions listed below.
Gold Sponsors	\$4,000 – \$5,999	In order to make the gala truly special we rely on the generous support of our member sponsors. Gold Gala sponsors are listed on signage at each bar and buffet, as well as all recognitions listed below.
Silver Sponsors	\$1,000 - \$3,999	In order to make the gala truly special we rely on the generous support of our member sponsors. Silver Gala sponsors are listed on dinner menu cards set at each place setting.

General Meeting Opportunities

Event	Sponsorship Amount	Description
Room Keys <i>Limited to two sponsors 2/3 sponsorship deadline</i>	\$7,500	Put your company name and logo on the one thing every attendee is guaranteed to look at multiple times a day – their room key!
Registration Desk (2) <i>Limited to one sponsor per desk 2/29 sponsorship deadline</i>	\$3,000 ea.	If there's one place every single attendee must go its registration. Recognition is provided via company logo on the registration booth. <i>Picture available.</i>

Convention Booklet <i>Limited to one sponsor</i>	\$5,000	The program serves as a valuable reference guide to attendees. The sponsoring company will receive a full page, four-color ad.
Wifi	\$5,000	Wireless internet will be available in the meeting spaces. Sponsor info will be prominently displayed on wireless materials and signage, as well as being able to select a custom wifi password.
SmartPhone App <i>Limited to two sponsors</i>	\$10,000	The smartphone app is the most convenient way to access all the conference information in the palm of your hand. Last year's app was downloaded by more than 50% of the attendees and the app sponsor's name and logo are displayed on every screen.
Convention Supporter	\$250	Perfect if you would like to sponsor Convention but are unable to at any of the above levels; Supporters will receive all the same general recognitions without any specific credits.



NATIONAL GRAIN AND FEED FOUNDATION GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES

Steele Canyon Golf Club | San Diego, CA

March 14, 2016

The annual golf tournament supports the National Grain and Feed Foundation. Established in 1965, the National Grain and Feed Foundation supports public education and research projects that benefit the grain, feed, and processing industry, and enhance the industry’s presence to the public while positioning it for future growth. The Foundation is funded entirely by voluntary corporate and individual contributions. As a 501(c)(3) charitable organization, contributions to the Foundation are tax deductible.

The 27-hole championship Steele Canyon Golf Club was personally designed by Gary Player, each of the three nines offers a distinct environment and type of play for all levels of golfers. The rugged Canyon Course’s dramatic shot making challenges and breathtaking elevations are balanced by the Ranch Course’s winding fairways through the fields of a working ranch, and the Meadow course’s beautiful woodlands and streams stretching along the valley floor. Steele Canyon has been awarded Golf Digest’s Four Star Rating, one of only three golf clubs so honored in San Diego County.

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Event	Sponsorship Amount(S)	Description
Beverage Cart #1 <i>Limited to five sponsors</i>	\$5,000	Recognition is provided via signage on the cart.
Beverage Cart #2 <i>Limited to five sponsors</i>	\$5,000	Recognition is provided via signage on the cart.
Boxed Lunch <i>Limited to one sponsor</i>	\$2,400	A boxed lunch is provided to each golfer at the start of the tournament. Recognition is provided via company logo on the lunch container.
Golf Bus Transportation <i>Limited to three sponsors</i>	\$1,500	The bus sponsor(s) will be recognized via signage on the bus.
Closest to the Pin Contest <i>Limited to two sponsors</i>	\$1,000	Recognition is provided via signage at the appropriate hole.
Longest Drive Contest <i>Limited to two sponsors</i>	\$1,000	Recognition is provided via signage at the appropriate hole.
Hole in One Contest <i>Limited to two sponsors</i>	\$1,000	Recognition is provided via signage at the appropriate hole.
Longest Putt Contest <i>Limited to two sponsors</i>	\$1,000	Recognition is provided via signage at the appropriate hole.
Hole Sponsorship <i>Limited to one sponsor per hole</i>	\$250/ea.	14 sponsorships total. Recognition is provided via signage at the appropriate hole.

