

# Form a Partnership with NACAA



The National Association of County Agricultural Agent is a professional organization that represents Land Grant University Extension Agriculture Educators across the United States. It consists of 5700 members, including 3200+ active members and 2500 life members.

NACAA's mission is to help members excel in Extension programming through high standards of professional performance. NACAA encourages and promotes: high standards of professionalism, scholarships for members to continue their education, recognition for outstanding professional achievements, as well as workshops and seminars on current agricultural issues. To facilitate the activities associated with the mission, NACAA conducts an Annual Meeting/Professional Improvement Conference (AM/PIC) each year.

At the national level we partner with corporations and organizations who assist us in offering educational professional improvement programs for agents. The national President-Elect, national committee chair and/or Executive Director are available to meet with national sponsors to best find the program that will suit your needs and those of NACAA.

## LEVELS OF SPONSORSHIP

- ◆ **Contributor Level - \$1,000 - \$2,499** - Contributors provide support towards the mission of NACAA. Contributors will receive "County Agent" publication and a listing in the AM/PIC program.
- ◆ **Partner Level - \$2,500 - \$4,999** - Partners provide financial assistance to some NACAA awards programs, or general support of the Annual Meeting and Professional Improvement Conference. Partners will receive access to the NACAA Mailing List\*.
- ◆ **Donor Level** - Donors support a specific program agreed upon by donor and NACAA.  
*Levels of donors include:*

Silver donor - \$5000-\$7500	Ruby Donor - \$15,000-\$29,999
Gold Donor - \$7,501-\$14,999	Diamond Donor - \$30,000 or more

All sponsorship at the Donor level or above will have the opportunity to have a display in the commercial booth hall at the AM/PIC. Exhibit space will be free (excluding electrical hook-up and draping).

Donors receive the "County Agent" publication, special recognition during the AM/PIC, and access to the NACAA mailing list with specialty listings at no charge.\*

Areas of speciality include: Administration, aquaculture, crops, dairy, economic development, engineering, farm management, forestry, horticulture, IPM, livestock, natural resource management, and water quality. We can search this database by speciality, by state, by region to identify agents who work in specific areas or specialties.

*\*NACAA has a data base of their members across the country that identifies the agent name, specialty area and contact information.*

# Award Opportunities



## Hall of Fame Award

The purpose of the NACAA Hall of Fame Award is to recognize active or retired NACAA members who have distinguished themselves as outstanding humanitarians in the area(s) in which they have lived and served, and who delivered an effective Agricultural Extension Education Program. This award is presented annually to one person from each region (4).

**Sponsorship Cost: \$10,000 (Exclusive Sponsorship)**

## Service to American/World Agriculture Award

The purpose of the Service to American/World Agriculture Award is to recognize (one) U.S. citizen who has made a major contribution to American/World agriculture and is so recognized by peers and the general public. Nominations are made by NACAA members from the hosting AM/PIC region each year.

**Sponsorship Cost: \$5,000 (Exclusive Sponsorship)**

## Distinguished Service/Achievement Award Winner Support

NACAA recognizes the most outstanding agents each year at the AM/PIC. Support is needed to help underwrite the costs associated with award winners and meal functions.

**Sponsorship Cost: Achievement Award \$10,000 - Distinguished Service Award \$15,000**

## Search for Excellence Awards Program

This agent recognition program highlights outstanding achievement in program specific areas across the country. Programs include: 4-H & Youth Programming, Crop Production, Forestry and Natural Resources, Consumer or Commercial Horticulture, Farm and Ranch Business Management, Livestock Production, Young, Beginning, and Small Farmers/Ranchers and Sustainable Agriculture. Recognition is given to agents from each state as well as national finalists and an overall national winner. Sponsorship will cover awards and meal function.

**Sponsorship Cost: \$5,000/category or \$30,000 (Exclusive Sponsorship)**

## Communication Awards Program

This is one of NACAA's largest awards programs which receives nearly 800 agent entries each year. There are approximately 14 award categories ranging from Radio/TV/Newsletter/Video/Brochures etc... Donor support is needed for cash awards, plaques, certificates, and meal functions at the AM/PIC.

**Sponsorship Cost Awards & Meal Function: \$5,000/award category, \$25,000 (Partial) - \$40,000 (Exclusive Sponsorship)**

# AM/PIC Opportunities



## Speakers for Annual Professional Improvement Conference

NACAA prides itself in offering nationally renowned speakers related to agriculture at the AM/PIC. Your participation by co-sponsoring costs associated with these speakers will enable agents to hear the message from America's top speakers.

**Sponsorship Cost: \$2,500 - \$10,000**

## Special Tours

Agents from across the country have the opportunity to participate in a wide variety of special tours which focus on the area of speciality. NACAA currently has an outstanding Horticulture and Animal Science related Tours. We welcome your input to the development of new programs for NACAA agents to further their educational objectives.

**Sponsorship Cost: \$5,000/Tour**

## 4-H Talent

4-H members are selected through talent searches to provide entertainment at various events throughout the AM/PIC. Costs associated with these events include: travel, lodging, meals and Audio/Visual support.

**Sponsorship Cost: \$5,000 (Partial) - \$10,000 (Exclusive Sponsorship)**

## Program/Proceedings Support

The NACAA Annual Meeting Program and Proceedings are an integral part of the AM/PIC. Each participant receives a program booklet within their registration packet. A 150+ page Proceedings document is also created following the AM/PIC and made available on the NACAA website ([www.nacaa.com](http://www.nacaa.com)) in PDF format. Donor/Sponsor support is needed to underwrite these publications/media.

**Sponsorship Cost: \$4,000 (Partial) - \$8,000 (Exclusive Sponsorship)**

## Audio/Visual

Producing a high quality AM/PIC requires state of the art audio/visual capabilities. Donor/Sponsor support is needed to underwrite the costs associated with video module production, on-stage productions, general sessions, lighting/sound. Segments of the AM/PIC can be sponsored or the entire AV costs can be covered by exclusive sponsorship.

**Sponsorship Cost: \$5,000 - \$20,000 (Exclusive Sponsorship)**

## Meal Functions

A variety of Award luncheons are held at the AM/PIC for almost every program recognition area. Donor/Sponsor support is needed to underwrite these functions (cash award to winners, meal cost, award certificate/plaque costs, etc.). Average meal cost is \$30/person (depends upon AM/PIC location).

**Sponsorship cost: \$7,500 (50-100 people) - \$15,000 (150-200 people)**

## Life Member Program

Participation from NACAA Life members at the AM/PIC is outstanding. Each year, retired members gather and participate in a variety of activities. Educational tours are also offered to retired agents. Your support of a Life Member Reception or support for the tours would play a vital role in the AM/PIC. Retired Agents remain key influencers in their respective communities.

**Sponsorship Cost: \$5,000 - \$10,000**

## General Donor/Sponsor Support

The AM/PIC has a variety of costs associated with producing such an event. General donor/sponsor support is always needed to help underwrite expenses such as Audio Visual, meal functions, transportation and general operating expenses. We pride ourselves in offering the AM/PIC registration at an economical price to our members compared to other association type meetings.

**Sponsorship Cost: \$2,500 - \$10,000**

# Presentation Opportunities



## **"Trade Talk" OR NACAA 365 Seminar**

In an effort to provide more visibility to our donors/sponsors, NACAA offers during the NACAA Annual Meeting and Professional Improvement Conference a "Trade Talk" opportunity.

We've created this session to support NACAA members of the latest trends happening in the marketplace - and to give our donors/sponsors and opportunity to have more exposure to NACAA members.

NACAA will have three concurrent breakout sessions to be held during the Monday morning General Session on topics areas such as Technology, Animal Science, Crop Science, Horticulture/Turfgrass, and Natural Resources. Each of these sessions will emphasize new trends in Agriculture.

Donors at the \$5,000+ level will be allowed to speak for 15 minutes on the latest research-based initiatives that their company is currently promoting.

NACAA members will voluntarily attend these concurrent sessions. The number of concurrent sessions will be determined upon the interest of our supporting partners/donors.

Take advantage of this opportunity - it will create great exposure for your business by getting the word out about your product/service to a very influential group of Extension Educators.

If you are unable to attend the NACAA AM/PIC and participate in the "Trade Talk" session - Donors at this level may present a 30-45 minute Webinar within our NACAA 365 Zoom Platform (hosted by NACAA). This is a monthly webinar scheduled by NACAA to offer insight into current or trending agricultural related subject matter. All webinars are recorded and will be posted on the NACAA YouTube channel for viewing anytime by our members.

***To begin a partnership with NACAA contact either office below:***

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