

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 5850 members, including 3150 active members and 2700 life members.

NACAA's mission is to help members excel in Extension programming through high standards of professional performance. In seeking this objective, NACAA encourages and promotes: high standards of professionalism, scholarships for members to continue their education, recognition for outstanding professional achievements and 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 numerous corporations and organizations who assist us in offering educational professional improvement programs for agents. The national president elect, and national committee chair will meet directly with our 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 2 database searches*, and an Annual Update of NACAA Mailing List.

All sponsorship at the Partner 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).

◆ **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

Donors receive "County Agent" publication, invitation to donors recognition at conference, special recognition, and opportunity for multiple database searches* at no charge.

*NACAA has a data base of their members across the country that identifies them by name, address, city, state, zip, their area of speciality, telephone number, fax number, and e-mail address.

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.

Specific Support Opportunities



Communications Awards Program

This is one of NACAA's largest awards programs which receives nearly 800 agent entries each year. There are 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- \$26,000 (Exclusive Sponsorship)

State Pictures

Each year at the AM/PIC, states gather for a group photo and are offered a picture for participating. Donor support is needed to cover the cost of photography, allowing each participant of the state photo to receive a complimentary state picture.

Sponsorship Cost: \$3,500

Program/Proceedings Support

The NACAA Annual Meeting Program and Proceedings are an integral part of the AM/PIC. Each participant of the AM/PIC receives a program upon registration as well as a CD containing the Proceedings document. Donor/Sponsor support is needed to underwrite these publications/media.

Sponsorship Cost: \$3,250 - \$6,750 (\$6,750 Exclusive Sponsorship)

Meal Functions

A variety of Award Banquets are held at the AM/PIC for almost every program recognition area. Donor/Sponsor support is needed to underwrite these functions. Average meal cost is \$15/person (depends upon AM/PIC location).

Sponsorship cost: \$2,500 - \$5,000

4-H Talent Revue

Each year at the AM/PIC, 4-H members from the hosting region will be selected through talent competitions to provide an evening of entertainment (Monday P.M. of AM/PIC). Costs associated with this outstanding event include: travel, lighting/staging, lodging, and Audio/Visual support.

Sponsorship Cost: \$8,500 - \$20,000 (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: \$2,500 - \$45,000 (Exclusive Sponsorship)

Hall of Fame Award

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

Sponsorship Cost: \$8,000 (Exclusive Sponsorship)

Specific Support Opportunities



General Donor/Sponsor Support

The Annual Meeting and Professional Improvement Conference (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 to our members for a registration fee under \$200 - a very economical price to our members compared to other association type meetings.

Sponsorship Cost: \$500 - \$15,000

4-H Recognition Program

This agent recognition program highlights outstanding achievement in 4-H and youth development programs across the country. 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: \$3,500 minimum

Speakers for Annual Professional Improvement Conference

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

Sponsorship Cost: \$2,500 - \$5000

Use of Technology

Assist County Agents to learn new technology programs at the Annual Meeting and Professional Improvement Conference by attending hands-on computer workshops.

Sponsorship cost: \$2,500 - \$5,000

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: \$2,500 - \$15,000

County Agent Life Member Program

Participating from NACAA Life members at the Annual Meeting/Professional Improvement Conference is outstanding. Each year, retired members have the opportunity to gather at the AM/PIC 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: \$2,500 - \$10,000

Distinguished Service/Achievement Award Winner Support

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

Sponsorship Cost: \$2,500 - \$15,000

Specific Support Opportunities



"Trade Talk"

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

Current donors and sponsors have suggested and we've listened to their requests to have an opportunity to speak directly with our membership regarding the latest trends and technology their company provides to the agribusiness marketplace. Our members are the individuals who can help deliver that message. NACAA will create 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.

Partners and Donors at the \$2500+ 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.

We've created this session as an effort to support NACAA - but to also inform 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.

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.

To begin a partnership with NACAA contact either office below:

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