



Become a
naada
Sponsor



An Opportunity Not To Be Missed!

BECOME A SPONSOR TODAY Expand your visibility to current and future agricultural professionals around the nation! A complete listing of benefits is waiting for you to discover inside! *This is an event not to miss!*

CONTACT | Austin O'Neill, *Sponsorship Chair* | austin.oneill@msuaf.org | 425-346-8891



Celebrating 50 YEARS of NAADA

The National Agricultural Alumni Development Association (NAADA) has been providing 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 for 50 years!

PLEASE JOIN US

June 16-19, 2025

NAADA's 2025 Annual Conference

at Purdue University
in West Layette, Indiana

This Annual Conference is where innovation, education, and collaboration come together to advance alumni and development efforts in agriculture and related fields. We will be featuring dynamic educational sessions, valuable networking opportunities, and exciting outings that showcase Purdue University's rich agricultural legacy.

2025 Annual Conference Goals

- Provide relevant sessions that equip attendees with tools and strategies they can implement at their home institutions.
- Showcase the beauty and unique experiences that can only be found on Purdue University's campus, including its rich agricultural history and innovative spirit.
- Inspire attendees to reach new heights in their professional roles, from cultivating staff talent to engaging prospects in meaningful ways.
- Foster meaningful connections by creating opportunities for attendees to reconnect, share insights, and build lasting relationships.

Annual Industry SPONSORSHIP LEVELS & BENEFITS

Sponsoring at the Diamond Level allows you to select an event to sponsor.

DIAMOND SPONSOR

- Awards Banquet
- Podium time to address attendees at conference kick-off
- Display materials at the awards banquet
- Promotional material seat drop
- Verbal, print and electronic recognition during awards banquet
- Reserved table for 8 at awards banquet

PLATINUM SPONSOR

- Breakfast
- Beg, Borrow, and Steal
- Session Conference Tours
- Spirit Night

GOLD SPONSOR

- Opening Reception
- Multiple Breakout Sessions (Multiple Available)

INDUSTRY PARTNER PROGRAM

- Wednesday Morning Break
- Wednesday Afternoon Break
- Thursday Morning Break
- Thursday Afternoon Break

EXHIBITOR INFORMATION

- 6' tables included with sponsorship registration (Title - Bronze levels)
- Booth space is first come, first served (Choose your own table)

ANNUAL BENEFITS	3 Total DIAMOND \$10,000	PLATINUM \$7500	GOLD \$5000	INDUSTRY PARTNER \$2500
Listing in Online Conference Registration	★	★	★	★
Brochure Link on Website	★	★	★	★
Onsite Conference Program				
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 and Introduce Speaker	★	★		
Acknowledgment in NAADA Connections Newsletter X	★	★	★	
1 Conference Bag Insert	★	★	★	★
Logo Placement on Registration Reminders	★	★	★	★
Registration for 1 \$780 value			★	
Registration for 2 \$1560 value		★		
Registration for 3 \$2340 value	★			
Can Purchase Add'l Registrations \$780/each	★	★	★	★
Sponsor Level Distinction on Name Badge	★	★	★	★
Annual Benefits Logo Listing	★	★	★	★
Website under sponsor levels				
Newsletter Highlight in Newsletter	★	★	★	★
Social Media Posts X/per year	4 ^x	3 ^x	2 ^x	1 ^x
Social Media Posts during conference	1 ^x			

BECOME A SPONSOR TODAY

National Annual Conference

INSTITUTION SPONSOR LEVELS & BENEFITS*

GOLD \$5000	SILVER \$2500	BRONZE \$1000	GENERAL \$500	IN-KIND NA	ANNUAL BENEFITS
★	★	★	★	★	Listing in Online Conference Registration
★	★	★			Brochure Link on Website
★	★	★	★	★	Onsite Conference Program
★					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 & Signage
★	★	★			Exhibit Space *optional
★					Opportunity to Address Attendees & Introduce Speaker
★	★	★	★	★	Acknowledgment in NAADA Connections Newsletter
★	★	★	★	★	1 Conference Bag Insert
★					Logo Placement on Registration Reminders
	★				Registration for 1 \$780 value
★					Registration for 2 \$1560 value
★	★	★	★	★	Can Purchase Add'l Registrations Add'l Registrations \$780/each
★	★	★	★	★	Sponsor Level Distinction on Name Badge
					Annual Benefits Logo Listing
★	★	★	★	★	Website under sponsor levels
★	★	★	★	★	Newsletter Highlight in Newsletter
3 ^x	2 ^x	1 ^x	1 ^x	1 ^x	Social Media Posts X/per year
1 ^x					Social Media Posts during conf

*Benefits only available to member institutions

GOLD SPONSOR

- Opening Reception
- Multiple Breakout Sessions (Multiple Available)

SILVER SPONSOR

BRONZE SPONSOR

GENERAL SPONSOR

IN-KIND SPONSOR

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INDUSTRY PARTNER PROGRAM

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.

As an organization, our members represent over 1,000,000 Ag alumni and 100,000 students across the country.

Through our sponsorship programs, we have helped our contributing organizations reach their current and future target audiences, find qualified employees, advertise job vacancies and expand their visibility overall.

Investment & Benefits

With an investment of \$2,500, you will receive access to key people at universities that hold a similar mission: *to educate and retain the next generation of agriculturalists.*

As an Industry Partner you will receive the following benefits:

- ✓ Access to NAADA Member Directory
Find future employees, connectors to university leadership and researchers.
- ✓ Virtual coffee hours to meet with key university people of the companies' choice.
- ✓ Assistance with organizing company visits and tours of institutions.
- ✓ Opportunities to present or attend virtual learning sessions.
- ✓ Registration to annual conference.
- ✓ Brand recognition with universities nation-wide.

CLICK to BECOME an INDUSTRY PARTNER TODAY!

If you have any questions about the Industry Partner Program, please contact:

Austin O'Neill
Chair, Sponsorship Committee
austin.oneill@msuaf.org