

Great New Sponsorship Opportunities to Get Your Company Noticed at SMA's 60th Annual Convention and Supplier's Showcase

After many years of doing sponsorships the same way...offering sponsorships of individual events or activities, we are excited to offer a new more value-based system. Some of our most generous sponsors provided excellent feedback to the association that guided our development of the new system.

This year sponsorships will be offered on a tier system, with each sponsorship level increasing in visibility and recognition for the sponsoring firm. There is even a Title Sponsorship opportunity for a firm that wishes to truly make a large impression on what promises to be a great turnout for our 60th Anniversary.

Why did we change?

This change is an effort to add value to our sponsors to maximize their exposure commensurate with the sponsorship level. Several current sponsors indicated a tiered approach is more similar to sponsorship opportunities afford by other organizations and is one with which they are comfortable. By structuring it in such a way that the sponsorships are not tied to specific events, we can get a much earlier offering of sponsorship opportunities that will allow potential sponsors to budget accordingly. The new system is designed to provide more visibility opportunities for sponsors at every level. Our valued sponsors will be recognized throughout the convention.

My company has sponsored the same event/item for one or more years. Can I continue sponsoring in the same way?

Since the entire sponsorship program is being revised to more closely align the value of exposure received to the financial commitment by the sponsor, we are starting completely over and the same sponsorships that were available in the past will not be available in the same form beginning this year.

What about in-kind (non-cash) contributions of products or services?

While we are focused on increasing the value to our sponsors through enhanced visibility via the tiered sponsorships, there may be a very limited number of opportunities for firms to provide products or services that are aligned with a specific need identified by the convention planning committee. For those opportunities, the committee will work with the sponsoring firm to arrive at a mutually agreeable form(s) of recognition that is tied to the financial impact on the convention's budget.

SMA sincerely appreciates the generous support of our convention sponsors and we are committed to ensuring that each and every sponsor receives the benefits and high-visibility recognition it deserves. The attached pages provide an overview of the sponsor tiers and benefits associated with each level. Please do not hesitate to contact the SMA office, Convention Chair Glen Kusak, or sponsorship chairs Michelle Tittor and Kathy Kennedy. Their contact info is listed below.

SMA Office:	979-846-9011	joe@southwestmeat.org
Glen Kusak:	361-293-3541	glen@farmpac.com
Michelle Tittor:	254-592-8459	mtittor@syracusesausage.com
Kathy Kennedy:	510-499-5517	kathyk@spigroup.net

Benefits to Sponsor*	Sponsor Tier						
	Donor \$500	Bronze \$1,000	Silver \$1,500	Gold \$2,500	Platinum \$5,000	Diamond \$10,000	Title \$15,000
Program Book Recognition	●	●	●	●	●	●	●
Logo on Prominent Signage	●	●	●	●	●	●	●
Slide Show		●	●	●	●	●	●
Announcement During Sessions		●	●	●	●	●	●
Half-Page Newsletter Ad			●	●	●	●	●
SMA Homepage				●	●	●	●
Logo/Link in Email Promos					●	●	●
Half-Page Ad in Program Book					●	●	●
Comp Supplier Showcase Table					●	●	●
Comp Registration					●	●	●
Branding of Internet Service in Mtg Space						●	●
Branding of Hotel Guest Room Keys						●	●
5 Minutes Free Program Time						●	●
Company Logo Note Pads/Pens on Tables							●
Convention Naming Rights							●

*See next page for details.

Program Book - Sponsor would receive recognition in program book (and registration materials if committed prior to printing).

Signage - Sponsor recognized on signage at convention venue in prominent location(s).

Slide Show - Sponsor recognized via PowerPoint images during general sessions and social events at which PowerPoint is being used.

Announcement - Sponsor verbally recognized by facilitator of general sessions.

Half Page Newsletter Ad - Sponsor receives complimentary newsletter ad in six issues of their choosing (\$450 value).

SMA Homepage - Sponsor recognized with logo/link on SMA homepage (as part of the Convention promo) from the time of commitment until July 31.

Email Promos - Sponsor's logo/link included on all SMA email promotions of the convention from time of commitment until the convention (at least 10 promos x 350 emails).

Half-page Ad in Program Book - Sponsor receives complimentary half-page advertisement in the convention program book (\$200 value).

Comp Supplier Showcase Table - Sponsor gets a complimentary table in the Suppliers' Showcase and choice of general location of the table (\$300+ value).

Comp Registration - One complimentary member registration (\$560 value).

Room key branding - Sponsor gets ad on the front of attendees' guest room keys.

Internet Branding - Sponsor receives company name as internet password and attendees directed to company splash page at logon.

Company Logo Note Pads/Pens - Sponsor logo imprinted pads/pens placed at each seat in general session.

5 Minutes Program Time - Sponsor gets maximum of 5 minutes to speak/promote company during the Friday general session.

Title Sponsor - This sponsor would be recognized as the title sponsor of the 60th Annual Convention. Example: In all references and on all materials, it would be listed as "60th Annual Convention and Suppliers Showcase, underwritten by XYZ Company.