

2021 VIRTUAL CAAR CONFERENCE SPONSORSHIP LEVELS



**2021 VIRTUAL
CAAR CONFERENCE**

FEB 9-11, 2021 | EDUCATE. ENGAGE. EVOLVE.

This is a preliminary sponsorship document, details are subject to change.

Please note: some sponsorship benefits have terms and conditions, specific requirements, restrictions and deadlines.

SPONSORSHIP LEVELS	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
ADVERTISING OPPORTUNITIES	<p>Double page ad in Conference Program (distributed digitally and in Feb. CAAR Communicator)</p> <p>Four sidebar ads on event website</p> <p>Four banner ads on event website homepage</p> <p>Four promo email banner ads three pre-conference & one post-conference</p> <p>Featured in the 'Sponsor Spotlight' section on caar.org</p>	<p>Full page ad in Conference Program (distributed digitally and in Feb. CAAR Communicator)</p> <p>Three sidebar ads on event website</p> <p>Three banner ads on event website homepage</p> <p>Three pre-conference promo email banner ads</p> <p>Featured in the 'Sponsor Spotlight' section on caar.org</p>	<p>Half page ad in the Conference Program (distributed digitally and in Feb. CAAR Communicator)</p> <p>Two sidebar ads on event website</p> <p>Two banner ads on event website homepage</p> <p>Two pre-conference promo email banner ads</p> <p>Featured in the 'Sponsor Spotlight' section on caar.org</p>	<p>Half page ad in the Conference Program (distributed digitally and in Feb. CAAR Communicator)</p> <p>One sidebar ad on event website</p> <p>One banner ad on event website homepage</p> <p>One pre-conference promo email banner ad</p>	---
VIRTUAL CONFERENCE PASS	Twelve Complimentary Virtual Conference Passes	Eight Complimentary Virtual Conference Passes	Six Complimentary Virtual Conference Passes	Four Complimentary Virtual Conference Passes	---
EXHIBITING SPACE	One Complimentary Virtual Booth (virtual booth includes four virtual conference passes)	One Complimentary Virtual Booth (virtual booth includes four virtual conference passes)	One Complimentary Virtual Booth (virtual booth includes four virtual conference passes)	---	---
COMPANY LOGO RECOGNITION	<p>Header Banner and Footer Section of Event Website</p> <p>Header of Email Communications</p> <p>Conference Program</p> <p>Pre-Event Promo Materials</p> <p>Sponsor section on event website</p> <p>During all speaker sessions</p> <p>Four Issues of The CAAR Communicator Magazine</p>	<p>Header Banner and Footer Section of Event Website</p> <p>Header of Email Communications</p> <p>Conference Program</p> <p>Pre-Event Promo Materials</p> <p>Sponsor section on event website</p> <p>During all speaker sessions</p> <p>Four Issues of The CAAR Communicator Magazine</p>	<p>Footer Section of Event Website</p> <p>Footer of Email Communications</p> <p>Conference Program</p> <p>Pre-Event Promo Materials</p> <p>Sponsor section on event website</p> <p>Four Issues of The CAAR Communicator Magazine</p>	<p>Footer Section of Event Website</p> <p>Footer of Email Communications</p> <p>Conference Program</p> <p>Sponsor section on event website</p> <p>Three Issues of The CAAR Communicator Magazine</p>	<p>Footer Section of Event Website</p> <p>Conference Program</p> <p>Sponsor section on event website</p> <p>Three Issues of The CAAR Communicator Magazine</p>
SOCIAL MEDIA RECOGNITION	<p>Announcement on Twitter as a sponsor</p> <p>Three dedicated tweets pre-conference</p> <p>One dedicated tweet post-conference</p> <p>Dedicated eblast to registered attendees</p>	<p>Announcement on Twitter as a sponsor</p> <p>Two dedicated tweets pre-conference</p>	One dedicated tweet pre-conference	---	---

2021 VIRTUAL CAAR CONFERENCE DIAMOND SPONSORSHIP | \$15,000

PRE-CONFERENCE BENEFITS & RECOGNITION

- Announcement on Twitter as a Diamond level sponsor of the CAAR Conference
- Two dedicated tweets
- Featured in the 'Sponsor Spotlight' section on caar.org
- One dedicated eblast to registered attendees
- Banner ad included on three pre-conference promotional emails
- Logo recognition on:
 - Header banner of the CAAR Conference section on caar.org
 - Header banner of CAAR Conference promotional emails
 - Promotional print materials
 - *The CAAR Communicator* magazine (Oct. 2020 & Dec. 2020 issues)

DURING CONFERENCE BENEFITS & RECOGNITION

- Double page ad in the CAAR Conference Program (*distributed digitally and in the Feb. CAAR Communicator*)
- Four horizontal banner ads on virtual CAAR Conference website
- Four sidebar vertical ads on virtual CAAR Conference website
- Twelve complimentary virtual CAAR Conference passes
- One complimentary virtual booth (*virtual booth include four virtual conference passes*)
- One dedicated tweet
- Logo recognition on:
 - Virtual CAAR Conference website homepage
 - Sponsor section on virtual CAAR Conference website
 - During all virtual speaker sessions
 - *The CAAR Communicator* magazine (Feb. 2021 issue)

POST-CONFERENCE BENEFITS & RECOGNITION

- One dedicated tweet
- Logo recognition on:
 - Thank you emails to all attendees
 - Survey emails to all attendees and non-attendees
 - *The CAAR Communicator* magazine (April. 2021 issue)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Receive additional recognition using a combination of Platinum, Gold, Silver and Bronze level exclusive sponsored items through communications to the delegates and signage at the event as well as receive the benefits listed above for Diamond Sponsorship.

If you have new ideas regarding sponsorship or auction donations, please contact Lisa Defoort at lisa@caar.org or 204-989-9313 to discuss.

2021 VIRTUAL CAAR CONFERENCE PLATINUM SPONSORSHIP | \$10,000

PRE-CONFERENCE BENEFITS & RECOGNITION

- Announcement on Twitter as a Platinum level sponsor of the CAAR Conference
- One dedicated tweet
- Featured in the 'Sponsor Spotlight' section on caar.org
- Banner ad included on three pre-conference promotional emails
- Logo recognition on:
 - Header banner of the CAAR Conference section on caar.org
 - Header banner of CAAR Conference promotional emails
 - Promotional print materials
 - *The CAAR Communicator* magazine (Oct. 2020 & Dec. 2020 issues)

DURING CONFERENCE BENEFITS & RECOGNITION

- Full page ad in the CAAR Conference Program *(distributed digitally and in the Feb. CAAR Communicator)*
- Three horizontal banner ads on virtual CAAR Conference website
- Three sidebar vertical ads on virtual CAAR Conference website
- Eight complimentary virtual CAAR Conference passes
- One complimentary virtual booth *(virtual booth include four virtual conference passes)*
- One dedicated tweet
- Logo recognition on:
 - Virtual CAAR Conference website homepage
 - Sponsor section on virtual CAAR Conference website
 - During all virtual speaker sessions
 - *The CAAR Communicator* magazine (Feb. 2021 issue)

POST-CONFERENCE BENEFITS & RECOGNITION

- One dedicated tweet
- Logo recognition on:
 - Thank you emails to all attendees
 - Survey emails to all attendees and non-attendees
 - *The CAAR Communicator* magazine (April. 2021 issue)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Receive additional recognition for these exclusive sponsored items and events through communications to the delegates and signage at the event as well as receive the benefits listed above for Platinum Sponsorship.

If you have new ideas regarding sponsorship or auction donations, please contact Lisa Defoort at lisa@caar.org or 204-989-9313 to discuss.

- Conference Mobile App
- Event Sponsorship

2021 VIRTUAL CAAR CONFERENCE GOLD SPONSORSHIP | \$7,500



PRE-CONFERENCE BENEFITS & RECOGNITION

- One dedicated tweet
- Featured in the 'Sponsor Spotlight' section on caar.org
- Banner ad included on two pre-conference promotional emails
- Logo recognition on:
 - Footer of the CAAR Conference section on caar.org
 - Footer of CAAR Conference promotional emails
 - Promotional print materials
 - *The CAAR Communicator* magazine (Oct. 2020 & Dec. 2020 issues)

DURING CONFERENCE BENEFITS & RECOGNITION

- Half page ad in the CAAR Conference Program (*distributed digitally and in the Feb. CAAR Communicator*)
- Two horizontal banner ads on virtual CAAR Conference website
- Two sidebar vertical ads on virtual CAAR Conference website
- Six complimentary virtual CAAR Conference passes
- One complimentary virtual booth (*virtual booth include four virtual conference passes*)
- One dedicated tweet
- Logo recognition on:
 - Sponsor section on virtual CAAR Conference website
 - *The CAAR Communicator* magazine (Feb. 2021 issue)

POST-CONFERENCE BENEFITS & RECOGNITION

- Logo recognition on:
 - Thank you emails to all attendees
 - Survey emails to all attendees and non-attendees
 - *The CAAR Communicator* magazine (April. 2021 issue)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Receive additional recognition for these exclusive sponsored items and events through communications to the delegates and signage at the event as well as receive the benefits listed above for Gold Sponsorship.

If you have new ideas regarding sponsorship or auction donations, please contact Lisa Defoort at lisa@caar.org or 204-989-9313 to discuss.

- Keynote Conference Speakers
 - David Parker
 - Scott Downey
 - Justin Funk
 - Cami Ryan
- Pro-Ag Investment Online Auction

2021 VIRTUAL CAAR CONFERENCE SILVER SPONSORSHIP | \$5,000

PRE-CONFERENCE BENEFITS & RECOGNITION

- Banner ad included on one pre-conference promotional email
- Logo recognition on:
 - Footer of the CAAR Conference section on caar.org
 - Footer of CAAR Conference promotional emails
 - Promotional print materials
 - *The CAAR Communicator* magazine (Oct. 2020 & Dec. 2020 issues)

DURING CONFERENCE BENEFITS & RECOGNITION

- Half page ad in the CAAR Conference Program (*distributed digitally and in the Feb. CAAR Communicator*)
- One horizontal banner ad on virtual CAAR Conference website
- One sidebar vertical ad on virtual CAAR Conference website
- Four complimentary virtual CAAR Conference passes
- Logo recognition on:
 - Sponsor section on virtual CAAR Conference website
 - *The CAAR Communicator* magazine (Feb. 2021 issue)

POST-CONFERENCE BENEFITS & RECOGNITION

- Logo recognition on:
 - Thank you emails to all attendees
 - Survey emails to all attendees and non-attendees
 - *The CAAR Communicator* magazine (April. 2021 issue)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Receive additional recognition for these exclusive sponsored items and events through communications to the delegates and signage at the event as well as receive the benefits listed above for Silver Sponsorship.

If you have new ideas regarding sponsorship or auction donations, please contact Lisa Defoort at lisa@caar.org or 204-989-9313 to discuss.

- Conference Program: Back Page Ad
- Concurrent Session Speakers - TBA (10 available)
- Event Online Registration
- Weekly Registration Prize
- CAAR's Choice Awards
 - Agronomist of the Year Award - SOLD
 - Retailer of the Year Award - SOLD
 - 4R Nutrient Stewardship Award - SOLD
 - Retailer Hall of Fame Award

2021 VIRTUAL CAAR CONFERENCE BRONZE SPONSORSHIP | \$2,500



PRE-CONFERENCE BENEFITS & RECOGNITION

- Logo recognition on:
 - Footer of the CAAR Conference section on caar.org
 - Promotional print materials
 - *The CAAR Communicator* magazine (Dec. 2020 issue)

DURING CONFERENCE BENEFITS & RECOGNITION

- Logo recognition on:
 - Sponsor section on virtual CAAR Conference website
 - *The CAAR Communicator* magazine (Feb. 2021 issue)

POST-CONFERENCE BENEFITS & RECOGNITION

- Logo recognition on:
 - Thank you emails to all attendees
 - Survey emails to all attendees and non-attendees
 - *The CAAR Communicator* magazine (April. 2021 issue)
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