

United States Lavender Conference



Sponsorship Opportunities
2017

Dear Potential Sponsor:

The United States Lavender Growers Association is in the final planning stages for the 2017 United States Lavender Conference. The United States Lavender Conference provides resources and learning tools for those affiliated with the Lavender industry. We anticipate that 250 lavender farmers, budding growers, and industry professionals will attend. With an additional focus on culinary uses, product making, and packaging we are able to attract a wide scope of professionals in the lavender industry.

The main events of the Conference will take place during two days, and will be held in Mesa, Arizona. Attendees will have the opportunity to hear from successful and knowledgeable individuals in their industry, network with like-minded professionals, and explore some of the agri-tourism attractions which can be found in Mesa.

We are looking for sponsors. Because of the unique layout of the conference, and the resources that the area has provided us, we are able to give more personalized marketing opportunities to our sponsors than ever before. High level sponsors will have opportunities available to uniquely market to, and in some cases personally interact with, conference attendees. In addition, sponsors will receive public media attention in the months leading up to the conference, including special mention in any advertisements and related articles.

We have included a list of sponsorship opportunities. Please look over the options available and do not hesitate to contact us with any questions you may have. We will follow up with you in a few weeks. Thank you for your time and consideration!

Sincerely,

Anne Davidson Sponsorship

United States Lavender Conference

Meal Sponsorship Opportunities

Welcome Reception Sponsor – \$2000

Corporate name/logo displayed throughout welcome reception.

Monogrammed cocktail napkins used to serve attendees.

Announcement made recognizing your company/organization.

Corporate name and link to your web site on the US Lavender Conference's web site for 6 months.

Exclusive vendor advertising: One table with marketing materials, and opportunity for a 2-5 minute speech introducing your company and inviting attendees to browse your marketing material.

Dinner Sponsor – \$1500

Corporate name/logo displayed throughout welcome reception.

Monogrammed cocktail napkins used to serve attendees.

Announcement made recognizing your company/organization.

Corporate name and link to your web site on US Lavender Conference web site for 6 months.

Lunch Sponsor – Single Sponsor \$800

Corporate Name/Logo inserts in virtual tour running throughout lunch hour.

Corporate name and link to your web site on US Lavender Conference web site for 6 months. Complimentary Corporate Exhibit table/booth (indicate whether attended or not).

Speaker Sponsorship Opportunities

Keynote Speaker Sponsor – Exclusive \$3000

Corporate name/logo and logo as Keynote Speaker Sponsor on all speaker promotions.

1/2 page ad as Keynote Speaker Sponsor in the conference notebook.

Corporate name/logo recognition as Keynote Speaker Sponsor on web page and link to your business website.

Corporate appreciation introduction at the Keynote Session, and opportunity to speak for 2-5 minutes about your company.

Corporate names/logos recognition on speaker boards throughout conference (exclusive slide).

Complimentary Corporate Exhibit table/booth (indicate whether attended or not).

Premium seating and dinner for 3 guests (1 table) at Friday's Conference Dinner.

Speaker– Travel Sponsor \$1000

Corporate name/logo on all speaker promotions other than Keynote.

Business Card ad in conference notebook.

Inclusion of marketing materials and any samples or special offers from your company in the Sponsor Bag given to all Speakers.

Corporate name/logo recognition as travel sponsor on US Lavender Conference page and link to your business website.

Corporate appreciation introduction during conference.

Corporate name/logo recognition on speaker boards throughout conference (shared slide).

Speaker – Welcome Sponsor \$300

Corporate information in sponsor bag given to all speakers.

Corporate name/logo recognition as welcome sponsor on United States Lavender Conference website and link to your business page.

Logo ad in conference notebook.

General Sponsorship Opportunities

Official Title Sponsor of the United States Lavender Conference- Exclusive
\$5000

The USLGA invites your organization to become the exclusive “Official Title Sponsor” for the US Lavender Conference. This includes the entire series of conference events, programs and promotions throughout the year. As the “Official Title Sponsor of the US Lavender Conference,” your company will enjoy premium level recognition with exclusive benefits throughout the event. This offers maximum exposure associated with USLGA conference materials. Official Title Sponsor of the US Lavender Conference also receives the following:

Corporate name/logo as “Official United States Lavender Conference Sponsor” on all conference promotions.

Corporate Full-page ad as “Official USLC Sponsor” in the conference notebook.

Corporate name/logo recognition as “Official USLC Sponsor” on United States Lavender Conference website and link to your business website for 6 months.

Corporate appreciation introduction at opening session.

Recognition banner at welcome reception and throughout conference in Ballroom.

Complimentary Corporate Exhibit room throughout conference that attendees can visit on their breaks and view presentations, browse materials, etc. (indicate whether attended or not).

Premium seating and dinner for 5 guests (1 table) at Friday’s Conference Dinner.

Mailing list of attendees (one time).

Mention in all major advertising, including newspaper ads.

Conference Level Three Sponsor – \$3000 Exclusive Sponsor or Three Sponsors – \$1000 EACH

Corporate name/logo on attendee's conference bag.

Complimentary Corporate Exhibit table/booth (indicate whether attended or not).

Corporate name and link to your web site on US Lavender Conference web site for 6 months.

Premium seating and dinner for 2 guests at Friday's Conference Dinner.

Conference Level Two Sponsor – \$2500

Corporate name/logo on track listing.

Corporate name recognition and announcement at beginning of each track as Track Sponsor.

Corporate name and link to your web site on US Lavender Conference web site for 6 months.

Complimentary Corporate Exhibit table/booth (indicate whether attended or not).

Premium seating and dinner for 2 guests at Friday's Conference Dinner.

Conference Level One Sponsor– \$1000

Corporate name/logo on track 1, 2, or 3 listing.

Corporate name recognition and announcement at beginning of chosen track as Track Sponsor.

Corporate name and link to your web site on US Lavender Conference web site for 6 months.

Complimentary Corporate Exhibit table/booth (indicate whether attended or not).

Premium seating and dinner for 2 guests at Friday's Conference Dinner.

Conference Level One Sponsor – \$500

Corporate name/logo on two session listings.

Corporate name recognition and announcement at beginning of each chosen session as Session Sponsor.

Corporate name and link to your web site on US Lavender Conference web site for 6 months.

Premium seating and dinner for 2 guests at Friday's Conference Dinner.

Corporate name recognition and announcement at the beginning of presentation.

Ala Carte Sponsor Opportunities

Advertising in Lavender Conference Notebook

2 x 2 – \$250

1/2 page – \$500

Full page – \$1000

Inserts in conference bag

1 sheet – \$250

1 item – \$250

Logo and link on Conference Sponsor webpage until next conference

\$500

Logo on ID badge and Sponsor boards

\$250

Logo and tagline on ID badge lanyard

\$500