



*National*  
Agriculture in the Classroom  
**2022 CONFERENCE**

The section header features a stylized red apple with two green leaves on the left. To the right of the apple, the word "National" is written in a red, cursive font. Below it, the words "Agriculture in the Classroom" are written in a dark blue, sans-serif font. At the bottom of the header, the words "2022 CONFERENCE" are written in a bold, red, sans-serif font.

**Sponsorship & Exhibitor Prospectus**

National Agriculture in the Classroom (NAITC) and New York Agriculture in the Classroom are excited to host the 2022 National Conference “Empire State of Agriculture” June 28-July 1 at the Saratoga Springs City Center and the Saratoga Hilton in Saratoga Springs, New York.

Below are a variety of ways sponsors and exhibitors can support the 450+ teachers and educators in pre-kindergarten (Pre-K) through 12<sup>th</sup> grade who will attend the conference to learn how to use agricultural concepts to teach reading, writing, math, nutrition, science, social studies, STEM, and other subject areas. Select any of the available sponsorship options or contact NAITC Development Director Randy Bernhardt at [rjbernhardt@aol.com](mailto:rjbernhardt@aol.com) to help customize your program.

## Sponsorship Benefits

All NAITC conference sponsors receive these valuable benefits designed to increase brand awareness and maximize visibility with attendees.

- Acknowledgement through the conference website linking to sponsoring organization’s home page
- Acknowledgement through conference onsite signage
- Inclusion in general sponsor listing on slides shown before general sessions
- Year-round acknowledgement on [www.agclassroom.org](http://www.agclassroom.org) website (January 2022 – December 2022)
- Excel list of Post Conference Attendees with contact information. *(The list provided is of conference attendees who agree to share their information.)*

## Sponsorship Levels

Additional benefits are available depending on how much your company or organization spends on the sponsorship opportunities.

- Rainmaker | \$20,000 and up | Four (4) complimentary conference registrations
- Barn Raiser | \$15,000 - \$19,999 | Three (3) complimentary conference registrations
- Harvester | \$10,000 – \$14,999 | Two (2) complimentary conference registrations
- Cultivator | \$5,000 - \$9,999 | One (1) complimentary conference registration

*Complimentary conference registration does not include pre or post conference tours. Pre and post conference tour can be purchased during registration for an additional fee.*

# Sponsorship Opportunities

## Airport Shuttle Bus | \$3,000 (3 available)

Welcome attendees to the 2022 NAITC Conference "Empire State of Agriculture!" Your logo will be prominently displayed on the bus. You will have an opportunity to provide a welcome snack or giveaway item to attendees on the bus.

## Closing Lunch | \$5,000

Help promote the 2023 NAITC National Conference! You will have an opportunity to prominently display your company or organization logo during the general session.

## Conference Bag | \$6,000

Put your brand in the hands of every conference attendee and sponsor the conference bag. Your logo will be co-branded with NAITC logo and will be placed on the conference bag attendees will put to good use during and after the national conference.

## Conference Lanyard | \$5,000

Sponsor the conference lanyards and allow attendees to do the advertising for you! Your logo will be placed on the lanyard multiple times so it will be clear you are a key partner in NAITC National Conference's efforts to strengthen Pre-K-12 agricultural literacy across the U.S.

## Conference Mobile App | \$3,500

Your logo will be featured prominently on the national conference mobile app. The mobile app will be used before, during and after the conference to access the agenda, workshop presentations and presenter bios.

## Event Registration Website | \$5,000

Your logo will be featured prominently on the national conference website and registration page. Show your Pre-K-12 agricultural literacy support and be the first company or organization conference attendees see when they register for the conference.

## Keynote Speaker\* | \$3,500 (multiple opportunities)

Your logo will be displayed prominently at the general session when your keynote speaker addresses conference attendees. You will have an opportunity to introduce the keynote speaker in person or with a 30-second, fully produced video.\*

- Wednesday, June 29, Opening Welcome Breakfast **Sponsored by Farmers 2050 and Journey 2050 - Nutrien**
- Thursday, June 30, Awards Breakfast **Sponsored by Milk for Health**
- Thursday, June 30, Banquet Dinner **Sponsored by New York State Agricultural Society Foundation**
- Friday, July 1, Awards Breakfast **Reserved for American Egg Board**

## Kosher Accommodation | \$2,000

Enhance the experience for conference attendees within the Orthodox Jewish community who require kosher accommodations. Attendees will be able to enjoy hospitality that includes kosher meals, and your company or organization will be recognized as the sponsor of these special accommodations.

## Networking Breaks with Exhibitor | \$3,000 per break (multiple opportunities)

Your logo will be displayed prominently during snack breaks with exhibitors.

- Thursday, June 30, morning
- Thursday, June 30, afternoon
- Friday, July 1, morning

## State and Territory Contacts / Annual Meeting Sponsor | \$3,500

You will have an opportunity to address Agriculture in the Classroom (AIRC) State and Territory Contacts at the National Agriculture in the Classroom Organization (NAITCO) Annual Meeting (10 minutes) Tuesday, June 28, 2022. Your logo will be displayed at the meeting. You will have the opportunity to place materials on meal tables OR provide giveaway items to each attendee. There are AIRC state and territory contacts in most of the 50 states, and the District of Columbia, Puerto Rico, and U.S. Virgin Islands. A majority of them attend the NAITCO annual meeting either in person or virtually. **Sponsored by Protect The Harvest**

## State and Territory Contacts Dinner | \$3,000

You will have an opportunity to address the AIRC State and Territory Contacts at the NAITCO dinner (10 minutes) Tuesday, June 28, 2022. Your logo will be displayed at the meeting. You will have the opportunity to place materials on dinner tables OR provide giveaway items to each attendee. There are AIRC state and territory contacts in most of the 50 states, and the District of Columbia, Puerto Rico, and U.S. Virgin Islands. A majority of them attend the NAITCO state and territory contact dinner.

## Traveling workshop Bus | \$2,000 per bus (8 available)

Sponsor a traveling workshop bus and your logo will be displayed on the bus. You will have the opportunity to provide materials to attendees on the traveling workshop bus. **Four available. Sponsored: New York Beef Council (1) and New York State Agricultural Society Foundation (3).**

## Wireless Internet | \$5,000

Get everyone connected as the Wi-Fi sponsor. With your company or organization name as the password, your company or organization will be recognized when attendees connect to the conference Wi-Fi.

*\*Company or organization agrees that content should focus on information, findings, or case study in an objective way that both benefits and informs the audience. The content presented should not promote a company, product, or service. Content should have a general benefit to Pre-K-12 teachers and educators attending the conference.*

## Table-top exhibit | \$1,500

Includes the following:

- 6'x30" table with two chairs
- Exposure on the mobile app with the ability to connect with attendees.
- Includes two exhibitor credentials\*\*\*

Not included:

- Exhibitors are responsible for their own shipping and handling fees charged by the venue.
- Electrical, power strips and extension cords can be ordered directly from the venue for an additional fee.

*\*\*\* Exhibitor credentials include access to exhibit space and networking breaks. This does not cover traveling workshops or conference meals. Conference registration can be purchased at the full conference rate. Additional exhibitor credentials can be purchased at \$125 each. Conference credentials are required for all representatives present.*

# Advertisement Opportunities

## Advertising in Printed Program Book

- Full page ad – Outside back cover - \$3,000
  - *specs: 8.5" x 11" with 0.25" bleed*
- Full page ad – Inside front cover - \$2,500
  - *specs: 8.5" x 11" with 0.25" bleed* **Sponsored by Ford Motor Company**
- Full page ad – Inside back cover - \$2,500
  - *specs: 8.5" x 11" with 0.25" bleed*
- Full page ad – Within book (black & white) - \$1,500
  - *specs: 8.5" x 11" with 0.25" bleed*
- Half page ad – Within book (black & white) - \$775
  - *specs: 4.25" x 5.5" with 0.25" bleed*
- Quarter page ad – Within book (black & white) - \$500
  - *specs: 4.25" x 5.5" with 0.25" bleed*

**Due Date:** Final print ready ad with 0.25" bleed due to [events@naitco.org](mailto:events@naitco.org) by **April 29, 2022.**

## Advertising in Mobile App

- Banner Ad
  - *specs: 960x150px, .png file format*
- Full Screen Ad
  - *specs: 1242x2208px, .png file format*

**Due Date:** Final .png file due to [events@naitgo.org](mailto:events@naitgo.org) by **May 9, 2022.**

*\*\*All ads subject to NAITC approval*