

SPONSOR PROSPECTUS



FAYETTEVILLE, ARKANSAS | JUNE 13-16, 2022



AN OPPORTUNITY NOT TO BE MISSED!

Plans are well underway for the 2022 National Agricultural Alumni Development Association Conference which will be in-person and hosted by the University of Arkansas Division of Agriculture and the Dale Bumpers College of Agricultural, Food and Life Sciences in Fayetteville, AR. As an organization, our members represent over 1,000,000 Ag alumni and 100,000 students across the country. Through our sponsorship program, we have helped our contributing organizations reach their current and future target audiences, find qualified employees, advertise job vacancies, and expand their visibility overall. We hope you will want to be a part of this!

As the most important benefit rated by our members, we take our annual professional development event very seriously and establish strong conference programming goals each year. This year's conference will build sessions around the following goals:

- Provide relevant sessions that provide attendees with tools they can use at their home institutions.
- Provide a glimpse into the beauty and unique experiences that can only be found in the Ozark mountains of Northwest Arkansas.
- Inspire attendees to search for hidden gems in their home areas in regards to both staff talent and prospects.
- Welcome and encourage new and returning members to the NAADA family with good southern hospitality.
- Provide meaningful interactions between attendees to reconnect with each other following 2 years of virtual conferences due to the COVID-19 pandemic.

Over the past few years, this sponsorship program has evolved to increase the value to your organization for supporting this event. For example, your sponsorship now comes with year-round visibility on the NAADA website. For a complete listing of benefits, please refer to page 2 of this prospectus. This is truly an event not to miss!

We look forward to seeing you in Fayetteville, AR!

CONTACT

If you have questions about sponsorship opportunities, please contact:

Brian Helms

bhelms@uada.edu (501)671-2156

Mark Wilton

wilton@uark.edu (479)575-2270

NAADA

1000 Westgate Drive, Suite 252

St. Paul, MN 55114

p. 651-203-7246

www.naada.org

DID YOU KNOW?

NAADA is a strong and vibrant organization that celebrated its 47th Anniversary in 2021.

SPONSOR LEVELS AND BENEFITS

	Title \$20,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	General \$500	In-Kind N/A
Listing in Online Conference Registration Brochure	✓	✓					
Link on Conference 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	✓	✓					
Acknowledgement in NAADA Connections	✓	✓	✓	✓	✓	✓	✓
1 Conference Bag Insert	✓	✓	✓	✓	✓	✓	✓
Registration for 1 (\$575 value)					✓		
Registration for 2 (\$1,150 value)			✓	✓			
Registration for 3 (\$1,725 value)	✓	✓					
Can Purchase Add'l Registrations (\$575/each)			✓	✓			
Sponsor Level Distinction on Name Badge	✓	✓					

SPONSORSHIP OF YOUR CHOICE:

Sponsoring at the Title through Silver levels allows you to select an event to sponsor.

TITLE

- Awards Banquet

Additional Title Sponsor benefits include:

- 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

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

GOLD

- Breakout Sessions (Multiple Available)
- Opening Reception

SILVER

- 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)

BACKGROUND ON NAADA

VISION STATEMENT

NAADA will be the premier organization providing enhancement opportunities for professionals and volunteers in institutions of higher education and organizations associated with agricultural and related sciences.

MISSION STATEMENT

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.

INSTITUTIONAL MEMBERSHIP

Institutional Membership is open to agricultural colleges and alumni organizations within the 1862, 1890 and 1994 land-grant institutions, plus institutions holding membership in the Association of Public and Land-Grant Universities, APLU (formerly NASULGC) having agricultural, forestry and natural resources programs.

ORGANIZATIONAL MEMBERSHIP/ CORPORATE PARTNERSHIP

Organizational Membership is open to national honorary, social, and professional fraternal organizations, and national agricultural/commodity organizations and agencies as approved by the NAADA Board of Directors.

Corporate Partnership is open to those businesses involved in agriculture and natural resources as approved by the NAADA Board of Directors.

EDUCATIONAL TRACKS

NAADA membership is segmented by track based upon the career focus of our members. The tracks include:

- Alumni
- Communications
- Development
- Student Professionals
- Volunteer

RECOGNITION OPPORTUNITIES

NAADA offers a number of opportunities for our members to be recognized. These opportunities include:

- Above and Beyond Partner Award
- Founders Distinguished Service Award
- Front Line Award
- Jane Longley-Cook Volunteer Service Award
- Ray A. Miller Professional Achievement Award
- Ruby C. McSwain Outstanding Philanthropist Award
- Up and Coming Award
- Volunteer Service Award
- Projects & Publications Competition
- Corporate Partner Award

2021-2022 MEMBER INSTITUTIONS

Agriculture Future of America
BASF
Mississippi State University
Montana State University
Oregon State University
Rutgers University
Southern Illinois University
University of Connecticut
University of Wisconsin
Colorado State University
Pennsylvania State University
Texas Tech University

University of Maryland-College Park
University of Nebraska-Lincoln
Auburn University
Clemson University
Louisiana State University
University of Georgia
University of Idaho
University of Missouri
Virginia Tech
Washington State University
Iowa State University
North Carolina State University

Oklahoma State University
Purdue University
Texas A & M University
University of Arkansas
University of Florida
University of Illinois
University of Kentucky
University of Tennessee
Michigan State University
The Ohio State University
University of Minnesota

2022 NAADA CONFERENCE SPONSORSHIP

HOSTED IN FAYETTEVILLE, ARKANSAS | JUNE 13-16, 2022

SPONSORSHIP

Title Level - \$20,000+

Awards Banquet

Platinum Level - \$7,500

- Breakfast
 Conference Tours
 Beg, Borrow, & Steal
 Spirit Night

Gold Level - \$5,000

- Breakout Sessions
 Opening Reception

Silver Level - \$2,500

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

Bronze Level - \$1,000

General - \$500

In-Kind

Add'l Registrations - \$575 x # _____

Total Amount Due: \$ _____

SPONSOR INFORMATION

Name as it should appear on all signage and program listings _____

Company _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

I plan to donate a door prize I would like an exhibit space

HR Contact Name (To grant access to the iCenter job/internship database) _____

E-mail _____ Phone _____

PAYMENT

If paying by credit card, all fields below are required. **Note:** Full payment must accompany order to reserve your space.

Check enclosed (payable to NAADA) Invoice VISA MasterCard

Card Number _____

Exp. Date _____ 3-digit Security Code (req.) ____

Cardholder Name (print) _____ Cardholder Phone _____

Billing Address (if different than above) _____

City/State/Zip _____

Cardholder Signature _____

I agree to all of [NAADA's Registration Policies](#).

Mail this form with payment or fax to:
NAADA Office
1000 Westgate Drive #252
St. Paul, MN 55114

Cancellation policy: With written cancellation notice received before April 14, you will receive a full refund, less a \$25 administrative fee. Cancellations after April 14 are non-refundable. No shows will not receive a refund. Sponsorships must be submitted before May 14 in order to be included in onsite materials.

Due to PCI Compliance, please do NOT provide any credit card information via email. Call or fax it in only. Per standard by the Payment Card Industry, NAADA has met the requirements of the Payment Card Industry-Data Security Standards (PCI-DSS).

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

NAADA EVENT POLICIES

REGISTRATION AGREEMENT

This Registration Agreement (this “Registration Agreement” or “Agreement”) sets forth the terms and conditions upon which the National Agricultural Alumni Development Association, together with its respective subsidiaries and affiliates (collectively, “NAADA,” “we,” “our,” or “us”), conducts and provides access to NAADA conferences, webinars, trainings, meetings, receptions, social events, or other sponsored events (each an “Event”). By registering online or otherwise agreeing to register for an Event, or by attending such an Event, you agree to be bound by the terms of this Registration Agreement. If you do not agree to this Registration Agreement, do not register for or attend an Event.

REGISTRATION INFORMATION

Both members and nonmembers need to log in to www.naada.org to register for Events. If you are a member or have previously created an account on the Site, [login here](#). If you are a nonmember, please [create a guest account](#) we will require your first and last name, organization, email, username and password.

You are responsible for paying the registration fee and any tax for you purchase as noted on the Site’s shopping cart or final sales page. Online registration requires credit card payment; NAADA accepts American Express, Visa, Mastercard, and Discover. NAADA will not allow participation in this Event if there is an outstanding receivable to NAADA. To edit your registration, please contact NAADA HQ at or 1+ (651) 203-7246.

JOIN NAADA

To obtain the NAADA member discount, you or your organization must be a fully paid member in good standing. If you are not a member and would like to join to receive reduced Event rates, please join at naada.org/member-type. To renew your membership and receive member rates, [login into your account](#), renew, then return to register for the Event. These will be two separate transactions.

ATTENDANCE POLICIES

ATTENDEE CANCELLATION

To receive a registration refund, less a \$25 processing fee, all cancellations must be received via the online form found at naada.org/page/Cancellation_Form by May 12, 2022 at 11:59 p.m. U.S. Eastern Time. No refunds will be granted thereafter. No-shows will not be refunded. Registrations can be transferred to another person within your organization with the same membership status by contacting the NAADA office.

SPONSORSHIP CANCELLATION

To receive a sponsorship refund, less a \$25 processing fee, all cancellations must be received by April 14, 2022 at 11:59 p.m. U.S. Eastern Time. Cancellations after April 14 are non-refundable. No-shows will not receive a refund. Submit a written cancellation to the NAADA Event Coordinator (lauraa@naada.org).

CONFERENCE MODIFICATION OR CANCELLATION

NAADA reserves the right to modify the course’s schedule or program as necessary without notice. NAADA also reserves the right to cancel this Event, in which case a full refund of the registration fee will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of NAADA cancellation.

PRIVACY

NAADA is committed to data privacy and protecting your personal information. Information on how NAADA collects, processes, and uses your data is included in the NAADA Privacy Policy (<https://www.naada.org/page/privacy>), which is hereby incorporated into this Registration Agreement.

If you are a member and register for one of our Events, we will access the information in your member account to provide you with information and services associated with the Event. If you are not a member and you register for one of our Events, we will collect your name and contact information, which we will store in our database and use to provide you with information and services associated with the Event. If you are a presenter at one of our Events, we will collect information about you, including your name, employer and contact information, and photograph, and we may also collect information provided by Event attendees who evaluated your performance as a presenter. As an attendee, speaker, or sponsor/exhibitor, we will keep a record of your participation to provide you with post-Event information, including details on upcoming events you may be interested in.

NAADA uses the personal data you provide in the registration for administering your participation in this Event. This may include information about the Event’s content, logistics, payment, updates, and additional information related to the Event.

NAADA EVENT POLICIES

NAADA may disclose your personal data to third party service providers engaged by NAADA to assist in the processing of your registration and conducting the Event. Your contact information may be shared via an Event mobile app or attendee list as part of your participation in the Event. Your hotel reservation information may be shared between NAADA and the hotel. Information you provide when registering for or participating in an Event managed or co-sponsored by parties other than or in addition to NAADA may be shared with those parties, and the treatment of such information is subject to the privacy policies of those parties. NAADA will not disclose your personal data to any other third party without your consent except where required to do so by law.

You may contact us at any time about any concern or question you have about our use of your information.

PAYMENT TERMS AND PCI COMPLIANCE

The registration payments are processed by third party provider(s) processing payments on behalf of NAADA. If you elect to pay for your registration by credit card, you are responsible for providing a valid credit card number at the time you register to pay. You represent and warrant that you are an authorized user of the credit card number provided, and you agree to pay all charges resulting from your order, including any unauthorized charges incurred prior to your notice to us of such charges. You agree that we may pass your credit card information and personally identifiable information to our designated third party provider(s) for its use in processing the credit card payment for the registration. We will comply and will ensure that our designated third party provider(s) comply, with any credit card processing rules and privacy regulations.

Please do not email forms with credit card information. To protect your data and to comply with PCI standards, the NAADA office will not accept emailed credit card information.

PHOTO/AUDIO/VIDEO RELEASE

By registering for or attending this Event, you acknowledge and consent to be recorded or photographed and authorize NAADA to use your likeness, personal characteristics, and any other proprietary and publicity rights for any such purposes without the requirement of further notice, royalty, payment, or other compensation to or consent from you. This includes photographs, video, recordings, screenshots, written text or verbal comments/questions on the virtual platform, social media or emails ("Recording(s)"). By registering for or attending this Event you also acknowledged that all Recordings are the property of NAADA.

We reserve the right to use any Recording taken at our Events, without the expressed written permission of those included within the Recording. We may use the Recording in publications or other media material produced, used or contracted, including, but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, social media, emails, etc. *Consenting to Recording includes the use, editing, copying, publishing, and/or exhibition of the Recordings which may include your voice, name, and/or likeness, in any and all forms of media.* To ensure the privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

CODE OF CONDUCT

NAADA EVENT CODE OF CONDUCT

By registering for or attending the Event, you agree to comply with the following Code of Conduct at all time during the Event and any Event-related gatherings.

The NAADA leadership and staff are committed to providing a safe, productive, welcoming, and vibrant learning environment to all participants, including staff and vendors, at all of our Events. We welcome people from as many diverse backgrounds as possible. We expect our Events to be a respectful, harassment-free environment for people of all races, gender and trans identity, sexual orientation, ability, nationality, ethnicity, socioeconomic status and beliefs. We have no tolerance for discrimination, harassment, or bullying in any form at an Event for any reason, including on account of a person's age, ancestry, color, disability or handicap, national origin, race, religion, gender, sexual or affectional orientation, gender identity, appearance, matriculation, political affiliation, marital status, veteran status, or any other characteristic protected by law. Participants are expected to adhere to these principles and respect the rights of others.

We're grateful that our community is positive, friendly and supportive of one another — it's what makes our events such a draw each year.

In that spirit, the staff, supporters, volunteers, attendees and speakers at NAADA Events are expected to:

Exercise consideration and respect in your speech and actions.

Keep conversations professional, respectful and consider other parties' points of view. In short, don't make it personal. Passionate conversations are part of solving problems. Disagreements happen all the time, and are necessary to consider difficult questions.

Remember that the boundaries of good taste, humor, personal space and physical interaction differ from person to person; if you sense someone feels uncomfortable — whether they explicitly state it or not — be respectful of those boundaries.

NAADA EVENT POLICIES

NAADA EVENT CODE OF CONDUCT (CONTINUED)

Refrain from demeaning, discriminatory or harassing behavior. Harassment and inappropriate behavior may include, but are not limited to:

- Sexist, racist, homophobic, transphobic or otherwise discriminatory jokes or language, physical intimidation, stalking or following sustained disruption of talks or events.
- Posting or displaying sexually explicit or violent material; if for any reason you may need this material for an educational session, please contact NAADA staff first and we can discuss how to give an appropriate warning to participants.
- Unwelcome sexual attention. This includes sexualized comments or jokes; inappropriate touching, groping and unwelcomed sexual advances.
- Advocating for, or encouraging, any of the above behavior.

WEBSITE TERMS

Access to and use of the Site and any other NAADA websites linked to or referenced during the Event or any materials distributed by NAADA during the Event shall be subject to the terms of the applicable Terms of Use and Privacy Policy made available on the NAADA website.

LIABILITY WAIVER, RELEASE AND INDEMNITY

In consideration of being allowed to register for, and participate in the Event, you hereby warrant and represent that you are age 18 or above and freely waive, release from liability, assume all risks, and covenant not to sue NAADA and its officers, directors, employees, members and agents (the "Released Parties") from any and all liability for any injury, loss, or damage arising out of or in connection with your participation in the Event, including loss of life, illness, including, but not limited to, COVID-19, disability, property damage, or property theft or actions of any kind that you may hereafter suffer or sustain before, during, or after the Event, unless said expense, loss, damage, personal injury, including loss of life, illness, disability, property damage or property theft or actions of any kind is caused by the sole, gross negligence of the Released Parties. You further agree to indemnify and hold the Released Parties harmless from and against any liability for any injury, loss, damage, cost or expense arising out of or in connection with my negligence or misconduct at or in connection with the Event.

Recommendations given and views expressed by third-party speakers, sponsors and/or exhibitors are their own and NAADA in no way endorses or guarantees such recommendations or views. NAADA shall have no liability for any advice given, or views expressed, by any third-party speaker, sponsor and/or exhibitor at the Event or in any material provided to attendees that is prepared by third-parties.

YOU EXPRESSLY UNDERSTAND AND AGREE THAT TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, YOUR ATTENDANCE AT THE EVENT IS AT YOUR SOLE RISK, AND THE EVENT AND ALL INFORMATION AND MATERIALS ARE PROVIDED "AS-IS" AND WITHOUT WARRANTY OF ANY KIND. FURTHER, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW AND REGARDLESS OF THE NATURE OF THE ACTION OR THEORY OF LIABILITY, IN NO EVENT WILL NAADA OR ITS CONFERENCE ORGANIZERS BE LIABLE FOR ANY LOST PROFITS, LOST OPPORTUNITY, LOST SAVINGS, LOSS OF GOODWILL, LOST BUSINESS, LOSS OF ANTICIPATED BENEFITS, OR ANY INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, PUNITIVE OR OTHER DAMAGES ARISING OUT OF OR AS A RESULT OF THIS REGISTRATION AGREEMENT, THE EVENT, OR ANY INFORMATION OR MATERIALS PRESENTED OR MADE AVAILABLE DURING THE EVENT, EVEN IF NAADA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

GENERAL

NAADA reserves the right to change, amend, add or remove any of the above terms in its sole discretion and without prior notice. If one or more of the conditions outlined in this Registration Agreement should become invalid, the remaining conditions will continue to be valid and apply. This Registration Agreement applies to all Event participants, including but not limited to, attendees, speakers, sponsors, and exhibitors.

Unless you are subject to a separate agreement with NAADA, this Agreement constitute the entire agreement and understanding among the parties with respect to the subject matter hereof and supersede all prior and contemporaneous agreements, understandings, inducements and conditions expressed or implied, oral or written, of any nature whatsoever with respect to the subject matter hereof. This Agreement shall be binding upon and inure to the benefit of the parties, their successors, and assigns. This Agreement may not be assigned without NAADA's express, prior written consent which may be withheld at NAADA's sole discretion.

This Agreement and the resolution of any dispute related to the terms of this Agreement shall be governed by and construed in accordance with the laws of the State of Minnesota without giving effect to any principles of conflicts of law provisions. registration are required for entrance into all functions and will be strictly enforced.

Last revised as of March 30, 2021

Copyright © NAADA. All rights reserved.