



AgCareers.com

AGRICULTURE & FOOD HR ROUNDTABLE

SPONSORSHIP OPPORTUNITIES: Generate Connections & Build Awareness
July 24 & 25 | Minneapolis-St. Paul, Minnesota



The AgCareers.com Ag & Food HR Roundtable is an annual event for industry stakeholders to discuss human resources and talent in agriculture and food. Employers, associations, and educational professionals gather for unique learning and networking in our industry.

We're thrilled to bring the 22nd annual Roundtable to Minnesota's Twin Cities in 2024! Thanks to our sponsors, we've grown and developed this vital conference that helps build talent in our industry.

Sponsorship of the AgCareers.com Ag & Food HR Roundtable provides a one-of-a-kind opportunity to elevate your employment and education brand to key leaders and decision makers. Not only are you connecting with nearly 200 companies and colleges attending the event, but your branding also reaches AgCareers.com's extensive network, including 200,000+ followers on social networks, email and website users.

Why Sponsor the Ag & Food HR Roundtable?

When your organization sponsors the AgCareers.com Roundtable, you demonstrate your commitment to developing the pipeline of talent to the agriculture and food industry. Sponsorship is ideal for generating connections and leads, aligning with your company's marketing plan, and building brand awareness.



Industry Insights

Demonstrate your organization is a leader in providing industry knowledge and facilitating professional development with highly-rated education sessions. Foster open dialogue to build the talent pipeline.



Brand Perception

Highlight and enhance your organization's brand when supporting quality events that benefit participants and the industry. Expand your employment brand, plus encourage higher education and industry cross-marketing.



Return on Investment

Develop strong partnerships and make connections; over a hundred employers and nearly fifty universities and colleges attended the last event. Generate leads with key players to facilitate ROI.



Sponsorship Packages



Levels

Title- \$50,000

Highlights:

- Logo in promo mailer
- Logo on event website
- Exclusive logo placement on all event signage
- Premier sponsorship signage
- Title sponsor conference agenda & materials
- Logo recognition at opening comments
- Logo recognition during breaks (video loop)
- Full page advertisement in conference proceedings - full color
- Promotional item in welcome packets (sponsor provided)
- Commercial or presentation during the event
- Recognition of sponsorship in all pre- and post- event marketing
- Branding in social shares to AgCareers.com community
- Optional email outreach to targeted participants
- Speaking opportunity on mutually agreed upon topic
- Reserved title sponsor table at dinner
- One advisory committee member
- Title sponsorship on nametags
- 10 complimentary registrations

Premium supporter of event with
AgCareers.com

Premier- \$30,000

Highlights:

- Logo in promo mailer
- Logo on event website
- Logo on main event sponsorship signage
- Logo within conference proceedings
- Logo recognition at opening comments
- Logo recognition during breaks (video loop)
- Half page advertisement in conference proceedings - full color
- Promotional item in welcome packets (sponsor provided)
- Address attendees - no video (5 min. maximum)
- Recognition of sponsorship in all pre- and post-event marketing
- 5 social media highlights to AgCareers.com community
- 5 complimentary registrations

Supporting- \$10,000

Highlights:

- Name listed in promo mailer
- Name listed on event website
- Name listed on main event sponsorship signage
- Name listed within conference proceedings
- Name recognition at opening comments
- Promotional item in welcome packets (sponsor provided)
- 1 social media highlight to AgCareers.com community
- 1 complimentary registration

Signature- \$20,000

Highlights:

- Name listed in promo mailer
- Name listed on event website
- Logo on main event sponsorship signage
- Logo within conference proceedings
- Logo recognition at opening comments
- Logo recognition during breaks (video loop)
- Promotional item in welcome packets (sponsor provided)
- Recognition of sponsorship in all pre- and post-event marketing
- 3 social media highlights to AgCareers.com community
- 3 complimentary registrations

Contributor- \$5,000

Highlights:

- Name listed in promo mailer
- Name listed on event website
- Name listed on main event sponsorship signage
- Name listed within conference proceedings
- Promotional item in welcome packets (sponsor provided)



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Exclusive Limited-Edition Sponsorship Opportunities

Organizations may also sponsor specific limited-availability elements of the Roundtable conference. Target your investment, meet marketing goals, and leverage additional exposure to decision makers. Exclusive sponsorship options are available on a first-come, first-serve basis. Elements start at \$1,000 and are available alone or added to a leveled sponsorship package.

Specific Roundtable Elements: Sponsor Options

- Transportation
- Welcome Reception
- Breakfast
- Lunch
- Networking Dinner
- Off-Site Tour
- Compensation Workshop
- Coffee/beverage
- Snack Break
- Speaker
- Stage
- Session
- Breakout room
- University Beg, Borrow & Share meeting
- Event Mobile APP
- Headshot Photographer
- Tabletop Display
- Media/Video Partner
- Attendee welcome gift
- Lanyards
- Conference bags
- Wellness/self-care & relaxation station
- Table tents
- Charging stations
- Seat drop/product placement

Reserve your sponsorship today for first choice! Contact us at events@agcareers.com.

"Thank you, the conference was terrific! Well organized, great speakers, wonderful location, the right hours and pace. I look forward to next year!"
- Roundtable participant

