



2024 ANNUAL MEETING & EXHIBITS

APRIL 16-18 | LOEWS VENTANA CANYON RESORT | TUCSON, ARIZONA

2024 SPONSORSHIP AGREEMENT

Sponsorship opportunities are available exclusively to ASTA members.

Sponsorship Type <i>See the next pages for details on these sponsorship opportunities.</i>	Cost	Selection <i>Please check all that apply.</i>
Platinum	\$6,000 non-exclusive	
Gold	\$4,000 non-exclusive	
Silver	\$2,500 non-exclusive	
Thursday Evening Dinner Social SOLD	\$9,500 exclusive	
Room Key Sponsor New!	\$6,500 exclusive	
ASTA Receptions – Check which events you want to sponsor: - Welcome Reception SOLD - Happy Hour and Tequila Tasting SOLD	\$5,000 exclusive per event	
Lanyards SOLD	\$4,000 exclusive	
3-Minute Company Presentation During Crop Reports	\$3,500 exclusive	
Educational Offerings <input type="checkbox"/> Symposium <input type="checkbox"/> Lunch and Learn New!	\$2,500 non-exclusive per event	
Giveaway	\$1,500 non-exclusive	
ASTA Social Activities— Check which events you want to sponsor: <input type="checkbox"/> Global Networking Lawn Game Tournament <input type="checkbox"/> Golf Tournament <input type="checkbox"/> Sunset Hike <input type="checkbox"/> Committee Mexican Dinner	\$1,000 non-exclusive per event	
Sponsorship Bundle <i>Interested in more than one sponsorship opportunity? Bundle sponsorships into a package to receive a discount.</i>	<i>Please contact ASTA staff regarding bundle discounts.</i>	
Total	\$	

This form should only be used if paying by check or wire payments. Credit card payments must be made online, unless you are selecting a sponsorship bundle. ASTA staff must process credit card payments for bundles.



Sponsor Benefits	Platinum \$6,000	Gold \$4,000	Silver \$2,500
Company logo featured in the mobile app, email promotions, ASTA website event pages, a post on ASTA's LinkedIn page, intermission slides during the meeting, and the sponsor banner at the meeting.	X	X	X
Complimentary advertising space in <i>FYI ASTA</i> for 3 months.	X	X	
The company logo is featured in the event sponsor carousel and on the ASTA homepage.	X		
Complimentary advertisement on the ASTA website for 6 months.	X		

SOLD Thursday Evening Social Dinner \$9,500 exclusive	Support the Thursday Evening Social Dinner as the exclusive sponsor. This dinner is the premier social event during the Annual Meeting & Exhibits. Recognition includes your company logo featured in all event promotions (mobile app, website page, LinkedIn posts, and intermission slides during the meeting). Additionally, you receive a dedicated email promotion highlighting your company as a sponsor of the Thursday Evening Social Dinner. ASTA staff will work with your company on featuring your branding at the event (signage, cocktail napkins, etc.).
Room Key Card Sponsor New! \$6,500 exclusive	\$6,500 exclusive Hotel room key cards are a top advertising tool at the hotel. Your company's name and logo can be on every attendee's key card, one of the most important things people carry at the hotel. ASTA staff will work with your company on featuring your branding on key cards.
ASTA Receptions \$5,000 exclusive per event	Support any of these exciting networking receptions as an exclusive sponsor. This opportunity is limited to one sponsor per event and is first-come, first-serve. Your \$5,000 exclusive sponsorship covers your choice of one of these receptions. Recognition includes your company logo featured in all event promotions (mobile app, website page, LinkedIn posts, and intermission slides during the meeting). Additional benefits are listed below: Welcome Reception – Support this exciting networking event and the first reception that welcomes attendees to ASTA's meeting. ASTA staff will work with your company on featuring your branding at the event (signage, cocktail napkins, etc.). SOLD Happy Hour and Tequila Tasting – The reception will feature tasting stations with tequila experts. Attendees will receive a Tequila Trekking Guide describing each tequila sample and room to leave tasting notes for reference to take home. ASTA staff will work with your company on featuring your branding at the event (signage, cocktail napkins, etc.).
SOLD Lanyards \$4,000 exclusive	Support the overall program as an exclusive sponsor of the lanyards. Recognition includes your company logo featured on the lanyards. Staff will work with you on this opportunity.
3-Minute Company Presentation During Crop Reports \$3,500 exclusive	The Crop Reports sponsor receives a 3-minute marketing presentation spot to highlight their company's products and services and the opportunity to introduce the Crop Reports session. Content is subject to review and approval by ASTA. This opportunity is exclusive and limited to one sponsor, first-come, first-serve.
Educational offerings \$2,500 non-exclusive per event	The Symposium and the new Lunch and Learn are supplemental educational offerings with a separate registration fee to attend. Expected attendance will be 100-125 people at each event. Support any of these educational offerings as a non-exclusive sponsor. Your \$2,500 sponsorship covers your choice of one of these events. Recognition includes your company logo featured in all event promotions (mobile app, website page, LinkedIn posts, and intermission slides during the meeting). Additional benefits are listed below: Symposium - Support the Symposium with other ASTA members. As sponsors, you can introduce a session or provide a 3-minute highlight of your company's products and services. Staff will work with you on this opportunity. Lunch and Learn - Support this new educational offering with other ASTA members. As sponsors, you can provide a 3-minute highlight of your company's products and services. Staff will work with you on this opportunity.
Giveaway \$1,500 non-exclusive	Sponsor a Visa gift card raffle drawing. Sponsors will be featured in all promotions of the raffle drawing. A representative from the sponsor company is invited to conduct the raffle drawing and announce the winner during the event.



<p>ASTA Social Activities \$1,000 non-exclusive per event</p>	<p>Support any of these social activities as a non-exclusive sponsor. Your \$1,000 sponsorship covers your choice of one of these events. Recognition includes your company logo featured in all event promotions (mobile app, website page, LinkedIn posts, and intermission slides during the meeting). Additional benefits are listed below:</p> <p>Global Networking Lawn Game Tournament- This revamped event is invitation only designed to welcome our colleagues from all over the globe and first-timers to foster new connections with a friendly competition of lawn games. The expected attendance for this event will be 75-100 people.</p> <p>Golf Tournament- The golf tournament is a supplemental activity in which attendees will pay a separate registration fee to participate. ASTA staff will work with sponsors who wish to outfit participants with branded merchandise (golf towels, golf balls, tees, etc.). The expected attendance for this event will be 20-36 golfers.</p> <p>Sunset Hike- This is a 60-minute guided hike to explore the beautiful Ventana Canyon views during the sunset hours. This is a supplemental activity in which all attendees wanting to join the hike can sign up. The expected attendance for this event will be 40 people.</p> <p>Committee Mexican Dinner - This is an invitation-only modern Mexican fiesta for ASTA Committee volunteers to show appreciation for their dedication and work to achieve ASTA's strategic goals. The expected attendance for this event will be 50 people.</p>
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2024 Sponsorship Guidelines

Sponsor Recognition

Each sponsor will receive recognition according to the benefits outlined on page 2-3. To be featured in printed material, sponsors must submit a company logo in a .eps or other high-resolution format by March 15, 2024. Staff will work with sponsors on branded merchandise item requirements and needs.

Advertisements/Promotions

Sponsors who receive advertisements in *FYI ASTA* and the ASTA website must submit a high-resolution file of your advertisement. ASTA staff will work with you on the schedule for the start date of your advertisement and on a scheduled date for dedicated promotions featured in ASTA's email promotions. Advertisements and promotions are subject to review by ASTA to ensure they meet ASTA's professional standards and the association's policies.

Giveaways

ASTA will approve and purchase giveaways. Winners will be chosen at random and announced throughout the event. One sponsor will be recognized when each giveaway is announced.

Exclusive Sponsorship

Exclusive opportunities will be on a first-come, first-served basis.

Non-exclusive Sponsorship

Non-exclusive opportunities will be open to all companies that express interest before the March 15th deadline.

Confirmed Commitments

Sponsorship must be paid in full to be confirmed. After your sponsorship agreement is received, ASTA staff will contact you. ASTA must confirm all sponsor packages, please contact ASTA at (202) 331-2460 to discuss your bundle options.

The American Spice Trade Association (ASTA) sponsorship guidelines have been expressly incorporated into the 2024 Annual Meeting & Exhibits sponsorship agreement. Your signature below acknowledges that you have read the benefits and guidelines for sponsorship, and you acknowledge ASTA will have final approval of this agreement. ASTA agrees to notify Representative Signature in advance of any revisions or amendments made to this agreement. All sponsor payments are final.

Representative Signature: _____ **Date:** _____

Representative Name (please print): _____

Questions? Phone: (202) 331-2460 | Email: info@astaspice.org

