



NC  Chamber

Ag Allies Conference

OCTOBER 15, 2021
RALEIGH, NC WITH VIRTUAL OPTION

MARKETING OPPORTUNITIES



Ag Allies Conference

October 15, 2021 | Raleigh, NC with Virtual Option

With a \$91.7 billion annual contribution to our state's economy in 2020, agribusiness and agriculture helps drive a major share of North Carolina's economic success — representing one-sixth of our state's overall income. It is a powerhouse industry that continues to be a major employer for the state, providing jobs to 1 in 6 North Carolinians, or 4.4 million people.

Ranked 9th in the U.S. for value of agricultural products sold, the agriculture industry is and will remain critical to North Carolina's reputation as an economic leader in the Southeast. That said however, farmers and agricultural businesses across the state recognize that they must adapt to a changing workforce, evolving technology, and the latest state and federal regulations to continue thriving within their sector. The NC Chamber's Ag Allies Conference addresses these issues to ensure the industry as a whole can keep its wheels in motion for the continued prosperity of the state.

Expected Attendance: 125-150

Data derived from the North Carolina State University's College of Agriculture and Life Sciences and the U.S. Department of Agriculture

"This conference was unparalleled in the quality provided in the time provided. There is value here for all aspects of NC Ag."

Bert James

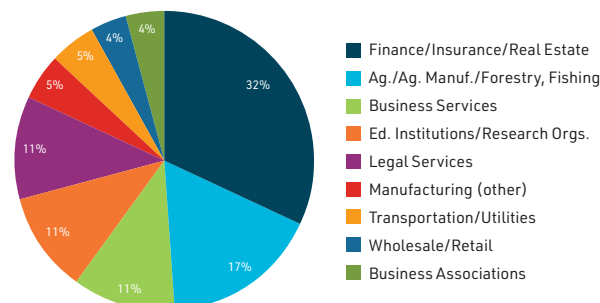
Homegrown Agriculture

Attendees by Title

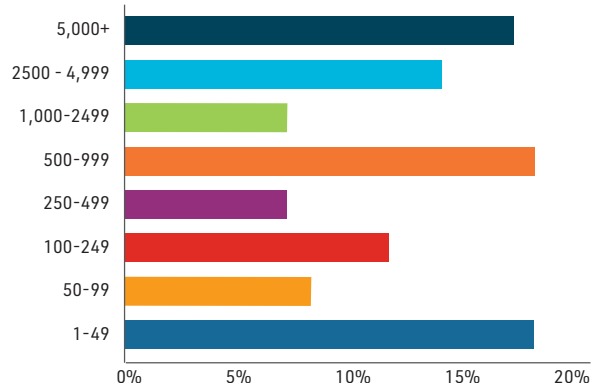
Director	24%
Vice President	23%
President/C-Suite	17%
Manager	17%
Associate/Partner/Legal	9%
Coordinator/Analyst	7%
Senior Level	2%

Categories are not mutually exclusive.

Attendees by Industry



Employer Size



	PRESENTING \$10,000	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	EXHIBITOR \$1,000
Event registrations/seats included	30	24	20	12	8	4
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts	●	●	●	●	●	●
Company logo or listing (contingent on level) in the program, on a rotating slide, on event signage, and on the webpage	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●				
First right of refusal to sponsor in 2022, must be confirmed within 90 days after 2021 event	●	●				
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●				
Dedicated e-mail blast (provided by sponsor) sent to attendees. Content may also be published to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval.	●	●				
60-second commercial spot (provided by sponsor) played during the event	●					
Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Full-page ad in the event program, placed as back cover	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space						●

*Seats will be a mix of in-person and virtual based on capacity and social distancing protocol.

I. Contact Information

First Name _____ Last Name _____
 Company Name _____
 Company Website _____ Company Phone _____
 Phone _____ Cell Phone _____
 Email _____ Fax _____

II. Sponsorship Levels

Presenting – \$10,000	Silver – \$3,000
Co-Sponsor – \$7,500	Bronze – \$2,000
Gold – \$5,000	Exhibitor – \$1,000

III. Payment Information

Payment Type: (All payments are non-refundable)

☐ Visa
☐ Mastercard
☐ American Express
☐ Check (Payable to North Carolina Chamber)

Send Check to:

NC Chamber
 701 Corporate Center Drive, Suite 275
 Raleigh, NC 27607

Please charge my card \$ _____
 Account Number _____
 Sec. Code _____ Exp Date _____ (mm/yy) _____
 Cardholder's Name _____
 Signature _____
 Cardholder's Address _____
 City _____ State _____ Zip _____