

NC  Chamber

Ag Allies Conference

MARKETING OPPORTUNITIES

SEPTEMBER 29, 2022
RALEIGH, NC

Ag Allies Conference

September 29, 2022 | McKimmon Center | Raleigh, NC

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: 150-200

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

"I appreciate the involvement and support of the NC Chamber in North Carolina's largest economic driver, Agriculture. The information provided in the Ag Allies Conference was very helpful and forward facing."

Ag Allies Conference Attendee

Attendees by Industry

Finance/Insurance/Real Estate	32%
Ag and Ag Manufacturing/Forestry/Fishing	17%
Business Services	11%
Educational Institutions/Research Orgs.	11%
Legal Services	11%
Manufacturing	5%
Transportation/Utilities	5%
Wholesale/Retail	4%
Business Associations	4%

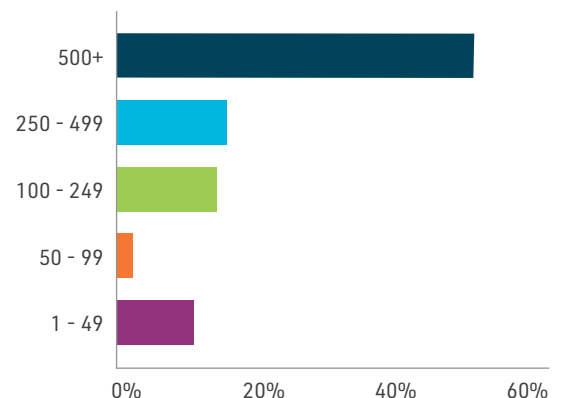
Categories are not mutually exclusive.

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 Employer Size



Ag Allies Conference

PRESENTING
\$10,000

CO-SPONSOR
\$7,500

GOLD
\$5,000

SILVER
\$3,000

BRONZE
\$2,000

EXHIBITOR/PATRON
\$1,000

	PRESENTING \$10,000	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	EXHIBITOR/PATRON \$1,000
Event registrations/seats included	20	15	10	6	4	2
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, which garner more than 1 million impressions, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, event webpage, and in event program	●	●	●	●	●	●
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 2023, must be confirmed within 90 days after 2022 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 past, present and prospective attendees and shared on NC Chamber website. Content subject to NC Chamber approval.	●					
60-second commercial spot (provided by sponsor) played during the event	●					
Full-page print ad in the event program, placed as back cover	●					
Prominently displayed banner (provided by sponsor) at the event	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space (exhibitor only)						●

**If this event needs to be held virtually, sponsor benefits will be adjusted accordingly*

I. Contact Information

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

II. Sponsorship Levels

- | | |
|--|--|
| <input type="checkbox"/> Presenting – \$10,000 | <input type="checkbox"/> Silver – \$3,000 |
| <input type="checkbox"/> Co-Sponsor – \$7,500 | <input type="checkbox"/> Bronze – \$2,000 |
| <input type="checkbox"/> Gold – \$5,000 | <input type="checkbox"/> 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 _____