

Kansas Soybean Association Corporate Sponsor Program

Corporate partners and advertisers are vital to the success of the Kansas Soybean Association. They provide the Association with financial support and link our state's soybean farmers to the allied industries that provide inputs and capital to manage our enterprises. KSA also relies on corporate partners to keep us up-to-date with the latest breakthroughs in production technologies, and we all work together to create and implement environmental and trade policies that benefit the soybean industry.

Sponsorship Levels

| Included Benefits | Bronze \$550 | Silver \$1,500 | Gold \$2,500 | Emerald \$3,500 | Platinum \$5,000 | Executive \$10,000+ |
|---|-----------------|-------------------|------------------|--------------------|---------------------|------------------------|
| Free KSA/ASA membership | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Free use of Kansas Soybean's meeting rooms | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Link on KSA website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in Straight Rows (member newsletter) | name only | name only | ✓ | ✓ | ✓ | ✓ |
| Discounted Straight Rows advertising | | | 20% | 30% | 40% | 50% |
| Straight Rows guest column (≤300 words) | | | ✓ | ✓ | ✓ | ✓ |
| Insert in Straight Rows (you provide) | | | 4 ¼ x 5 ½ inches | 5 ½ x 8 ½ inches | 8 ½ x 11 inches | 8 ½ x 11 inches |
| Logo on event material | | | ✓ | ✓ | ✓ | ✓ |
| Kansas Soybean Celebration sponsor (includes one booth & one-minute address to attendees) | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Choice of add-on options (more on page two) | | ✓ | ✓ | ✓ | ✓ (1 free) | ✓ (2 free) |
| Presentation to KSA board at event of your choice | | | | | 30 min. | 60 min. |



Add-on Options:

- **Yield & Value Contests – \$2,000 – logo on sleeve, 2 of 2 available** – The Kansas Soybean Yield and Value Contests are designed to recognize outstanding Kansas soybean farmers, provide a fun incentive to increase soybean yields, protein and oil content, and share information participants learned to help all Kansas soybean farmers raise higher yielding and more profitable soybeans. Each participant and witness receives a shirt. Your logo will also be put in emails and the final report.
- **Soybean Celebration Break – \$2,000 – sponsor of refreshments, 1 available** – This takes place in January in conjunction with the Kansas Commodity Classic. Choosing this option will let you be the premier sponsor for the reception before Kansas Soybean Ce
- **Emerging Leaders Academy Sponsor - \$2,500** - Sponsoring a class will put your brand in front of a select number of agriculture professionals in Kansas. The program is designed to instill individuals with leadership skills and provide successful mentoring opportunities. This includes 30 minutes on the agenda, online recognition and logo on all materials.
- **Strategic Planning Meal – \$2,000 – sponsor of meal & 5-minute address to the board, limit to one** – Each year the Commission and Association boards meet to reevaluate the organization's strategies. Sponsoring this meal puts your company's name and mission in front of our board members and includes the option to address the board for 5 minutes.
- **KSA Summer Board Meeting Lunch - \$1,200 – sponsor of meal & 5-minute address to the board, limit to one** – Similar to the strategic planning meal, but this meeting is historically in July for the association board only. Sponsoring this meal puts your company's name and mission in front of our board members and includes the option to address the board for 5 minutes.
- **Event Promo Package – \$500 – 3 social posts, 1 e-blast to our member list and placement on website & Straight Rows calendar, limit to one partner per quarter (four quarters)** – Have an event, specific message or campaign running soon? Let us help promote it to our farmers. You provide the content by an agreed upon date after a discussion. We will provide a document with links to each post and the social stats.
- **Corn and Soybean Schools (4 locations to choose from) – social post & printed material** – Kansas Soybean and Kansas Corn combined their popular crop management schools to make it more convenient for farmers to gain valuable management tools for their cropping systems. These schools cover a number of issues and opportunities for growers and are tailored to each region. Topics include weed control, insect resistance, fertility management, disease management, late-planting seasons, economics and farm policy. This is a joint effort and only one sponsor per industry category (seed company, chemical company, financial, processing, equipment manufacture cooperative) is permitted on a first come, first serve basis.
 - **Event Supporter – \$500** – booth space, listing on all applicable location-specific materials and social post recognition
 - **Supporting Sponsor – \$7,500** – event supporter perks + logo on promotional materials + 1-2 minute welcome
 - **Premier Sponsor – \$10,000** – supporting sponsor perks + 5 minute lunch update, provide a giveaway to all participants

**If you have an opportunity not on this list, please reach out to Kaleb Little, little@kansassoybeans.org or 785-271-1030 to discuss the option.*

THANK YOU FOR YOUR SUPPORT!