



2018 SC AgriBiz & Farm Expo

January 17-18, 2018

Sponsorship Opportunities

Proudly Sponsored by:



Get noticed with UNIQUE sponsorship opportunities and increase your branding at the **2018 SC AgriBiz & Farm Expo!**

Deadline to secure sponsorship package: **December 1, 2017.

****Please note: sponsorships secured after October 1, 2017 will not have guaranteed placement on pre-expo printed material. Securing sponsorship early provides more promotional exposure for your company.**

Title Sponsors (one available)

\$10,000

As one of the title sponsors of the SC AgriBiz and Farm Expo, your company will receive the following marketing benefits:

- Company name/logo prominently featured on pre-expo promotional materials. Materials may include, but are not limited to:
 - Brochures
 - Exhibitor applications
 - Sponsorship packages
 - Posters
 - Flyers
 - Email blasts
 - Save the date cards
 - Expo letterhead
- Company name/logo prominently featured on all print ads
- Company name/logo prominently featured in SE Farm Press ads
- Mention in radio ad rotations
- Social media recognition
- Prominent recognition on show website with link to home page
- Company name/logo prominently featured on cover of show program
- Company name/logo on invitations for Expo's Taste of South Carolina event
- 25 general admission tickets to the expo
- Two 10 x 10 reserved booths in the arena
- Six Tickets to "Taste of SC"
- Opportunity to provide company branded promotional items (two) for participant's SwAG bags
- Company recognition at registration tables
- Company recognition at Expo entrance
- Exclusivity at Title Sponsor level
- First rights of refusal as a title sponsor for the 2019 SC AgriBiz and Farm Expo

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Supporting Sponsors (four available)

\$5,000

As one of the supporting sponsors of the SC AgriBiz and Farm Expo, your company will receive the following marketing benefits:

- Company name/logo featured on expo promotional materials. Materials may include, but are not limited to:
 - Brochures
 - Flyers
 - Posters
 - Email blasts
- Company name/logo featured on all print ads except ads in SE Farm Press as these are reserved for Title Sponsor only
- Social media recognition
- Prominent recognition on show website with link to home page
- Company name/logo featured in show program
- 10 free general admission tickets to the expo
- Four tickets to the “Taste of SC”
- One 10x10 reserved booth in the arena
- Opportunity to provide one company branded promotional item for participant’s SwAG bags
- Company recognition on Expo signage

Taste of SC Sponsor

SOLD

Reach hundreds of agribusiness and farm professionals, exhibitors, and attendees at the “Taste of SC” event. This event is scheduled for Wednesday, January 17, 2018 and will showcase SC grown products prepared with “Carolina” flavor by the featured SC Ambassador chefs.

- Company logo will be on all dinner invitations
- Dedicated program time during “Taste of SC” to share sponsor’s story
- 10 Tickets to the “Taste of SC”
- Sponsor’s banner will be displayed at function (banners provided by sponsor)
- Company recognition in show program
- A special e-blast will be sent to all exhibitors inviting them to this event. As a sponsor, your logo and a personal corporate message will be included on this e-blast
- Invitation cost, mailing not included in sponsorship investment
- One 10x10 reserved booth
- 15 free general admission tickets to the expo

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Wristband Sponsor

SOLD

A walking advertisement to be worn by all attendees of the show. This is a unique opportunity for one sponsor to “wrap themselves” around everyone!

- Company name and logo printed on each wristband
- Company recognition in show program
- Opportunity to print a message on all wristbands, such as this year’s promotion or company slogan

Commissioner’s Breakfast Sponsor (three remaining)

\$2,500

Join Commissioner Hugh Weathers for this special event benefiting the SC Commissioner’s School. This event is set for Thursday, January 18, 2018. As a premier sponsor of this event, you will partner with the Commissioner to update the attendees on the year of 2018 for SC Agriculture and the tremendous opportunities for the graduates of the SC Commissioner’s School for Agriculture. Proceeds of this event benefit the Commissioner’s School.

- Company will have one reserved table of 8 at the breakfast with premier seating
- Company name or logo will be on all breakfast promotional materials
- Social media recognition
- Company name featured on show website with link to your company’s home page
- Sponsor’s banner will be displayed at function (banners provided by sponsor)
- Company recognition in show program
- A special e-blast will be sent to all exhibitors and a special guest list of agriculture professionals, graduates of the school, educators, and growers inviting them to this event. As a sponsor, your logo and a personal message will be included on this e-blast.
- Sponsor will be identified on all materials publicizing the breakfast

Benefactors of SC AgriBiz & Farm Expo

\$1,000

As a Benefactor of the SC AgriBiz and Farm Expo, your company will receive the following marketing benefits:

- Company name featured on website under the sponsor tab.
- Company name featured on e-blasts
- Company name featured in show program
- Social media recognition
- Opportunity to provide ONE company branded promotional item for participant’s SwAG bags
- Company recognition on Expo signage

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Educational Sponsor

PENDING

As the official SC AgriBiz and Farm Education sponsor, your company will receive the following marketing benefits:

- Company name/logo prominently featured on all pre-printed show promotional materials announcing the Educational Track of the Expo. Materials may include, but are not limited to:
 - Brochures
 - Email blasts
 - Web publicity
- Company name/logo featured on all print ads if educational track is included
- Social media recognition
- Prominent recognition on show website with link to home page
- Company name/logo prominently featured in show program
- One 10 x 10 reserved booth in the arena
- Four tickets to “Taste of SC”
- Opportunity to provide one company branded promotional item for the participant’s SwAG bags
- Company recognition at each Expo Educational sessions

Small Farm Symposium Sponsor

PENDING

As the official Small Farmer Symposium sponsor, your company will receive the following marketing benefits:

- Company name/logo prominently featured on all pre-printed show promotional materials announcing the Small Farm Symposium track of the Expo. Materials may include, but are not limited to:
 - Brochures
 - Email blasts
 - Web publicity
- Company name featured on all print ads if educational track is included
- Social media recognition
- Recognition on show website with link to home page
- Company name/logo prominently featured in show program
- One 10 x 10 reserved booth in the arena
- Four tickets to “Taste of SC”
- Opportunity to provide one company branded promotional item for the participant’s SwAG bags
- Company recognition at the Small Farmer Symposium Educational sessions

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Floor Graphics Sponsor (two available)

\$2,500

Promote your company name and booth number right underneath attendees' feet! Grab the attention of attendees as they explore the vendor and exhibit areas. These floor graphics promote your company and serve as directions to your booth.

- Place your company name and booth number on a 30" x 48" rectangular floor graphic
- A minimum of three floor graphics will be placed in designated locations throughout the Florence Civic Center. Locations to be determined by Show Management
- Company recognition in show program
- Sponsor may purchase additional floor graphics at \$300 per graphic
- Sponsor will be responsible for providing the artwork for the floor graphic
- Cost of production, installation and removal is included in the sponsorship price

Outdoor Exhibitor Sponsor

\$5,000

As the official Sponsor of the Outdoor Exhibitor Area, your company will welcome attendees and showcase your company logo and product before they even pay their admission to the show. The following information outlines the benefits that you will receive at this sponsorship level:

- Company name/logo featured on all expo materials. Materials include, but are not limited to:
 - Brochures
 - Posters
 - Flyers
 - Outdoor Signage at exhibit area welcoming guests
 - Email blasts
- Social media recognition
- Company name/logo featured in show program
- One 10 x 10 reserved booth in the arena.
- Four tickets to "Taste of SC"
- 10 general admission tickets to the SC AgriBiz and Farm Expo
- Opportunity to provide banners, flags or outdoor inflatables to be placed at the outside exhibitor areas announcing you as the official Outdoor Exhibitor Sponsor for the expo
- Opportunity to provide one company branded promotional item for the participant's SwAG bags
- Company recognition at Expo entrance

Official 2018 Expo Bag Sponsors:

\$750

We are excited to offer as a give-away to Expo attendees, the official 2018 SC AgriBiz and Farm Expo a nice, logo bag for them to carry all of their materials, brochures, and other items in during their visits with the vendors. This bag will spotlight six sponsors ONLY. This is a great way to keep your name in front of attendees the whole expo. This opportunity may be combined with any other sponsorship level.

- Sponsor logo to be prominently displayed on the expo bag
- Company recognition in show program
- Logo must be provided by sponsor

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Expo Parking Sponsor

\$5,000

As the official Expo Parking Sponsor, your company will be able to bring free parking to each and every participant, guest, and vendor attending the 2018 SC AgriBiz and Farm Expo. The following information outlines the benefits that you will receive at this sponsorship level:

- Company name/logo featured on all expo materials. Materials include, but are not limited to:
 - Brochures
 - Posters
 - Flyers
 - Outdoor Signage at all Entrances welcoming guests
 - Outdoor Signage indicating Free Parking made available by your company along route to parking areas
 - Email blasts
- Company name/logo featured/mentioned in all advertising mediums indicating “free parking made available by your company.”
- Social media recognition as Expo Parking Sponsor
- Company name/logo featured in show program
- One 10 x 10 reserved booth in the arena.
- 10 general admission tickets to SC AgriBiz and Farm Expo
- Four tickets to the “Taste of SC”
- Opportunity to provide banners, flags or outdoor inflatables at entrances to the expo that will be accompanied with signage indicating that “free parking made available by your company” and announcing you as the official Parking Sponsor for the expo
- Opportunity to provide one company branded promotional item for the participant’s SwAG bags



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Sponsorship Agreement

Name of Business: _____

Contact Person(s): _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (Office) (_____) _____ - _____ (Cell) (_____) _____ - _____

Amount of Sponsorship: \$ _____ Sponsorship Level Selection: _____

Requested Invoice Date: ____/____/____ Invoice # _____ (internal use only)

Do you require booth space at the event? _____ Yes _____ No

Will you need electricity? _____

Note: There is a \$30 power connection fee that you must pay prior to December 1, 2017. Power outlets accommodate one item. If additional outlets are needed please contact a show manager for instructions to ensure that the circuit boards are operable during the event.

I hereby agree to abide by the rules and regulations as set forth by the Florence Civic Center, operators and promoters of the 2018 SC AgriBiz and Farm Expo, and any other regulations as may be established. I understand and agree that this is a contractual agreement. Further, I hereby release and forever discharge the Florence Civic Center and promoters of the 2018 SC AgriBiz and Farm Expo and their agents and representatives, from any responsibility, personal liability, loss, claims or damage arising out of or in connection with this event. Please see exhibitor application for full description of rules and regulations for the show including information on the required certificate of insurance document.

Signature of Sponsor

_____/_____/_____
Date

Accepted By: _____

_____/_____/_____
Date

Sign, scan and return via email to: Brandie Hayes at brandie@scagribizexpo.com
Or mail to: Florence Civic Center, 3300 W. Radio Drive, Florence, SC 29501 (Attn: AgriBiz)