



# 2021 NPC Memberships and Sponsorships

## Sustaining Membership January 2021-December 2021

### ■ Annual Membership (\$3,995)

- Supports NPC's environmental, trade and legislative policy initiatives.
- Recognized in the *2021 Annual Potato Yearbook*.
- Eligible for one complimentary registration to the 2021 Potato D.C. Fly-In, 2021 NPC Summer Meeting and 2021 NPC Annual Meeting.
- Recognized on the NPC website with a link to your company site.
- Subscribed to NPC's weekly e-newsletter, Eye on DC, to stay informed on events in Washington, D.C., and the work NPC is doing to promote the industry's federal legislative and regulatory priorities.
- Recipients of NPC Ag-vocate video updates focused on grassroots advocacy issue updates.

## Annual Potato Yearbook Advertising Printed in June 2021

### ■ Full page (\$5,695) ■ Half Page (\$4,175) ■ Quarter page (\$3,225)

- Printed advertisement in the *2021 Annual Potato Yearbook*.
- Available online and mailed to more than 6,500 U.S. potato growers, shippers, packers, processors, industry members, federal regulators, and Congressional partners.
- Annual directory for contacts, statistics and issues.

## The Eye on Potatoes – A Podcast on All Things Potatoes January 2021-December 2021






### ■ Presenting Level (\$50,000+)

- Exclusive listing as the official Presenting Sponsor of the Eye on Potatoes podcast for all episodes released in 2021.
- Bi-weekly episodes are approximately 25-45 minutes in length and feature conversations with growers, industry and policy experts on top potato industry topics.
- Since launching in Jan. 2020, the podcast has generated more than 3,500 downloads, featured exclusive interviews with two members of Congress, and served as a platform to communicate directly with growers on breaking news related to COVID-19 relief efforts.
- A 30 second "message from our Presenting Sponsor" radio-style ad (created by sponsor and approved by NPC) will be included during each episode, and the sponsorship will be recognized at the start of each episode by the host.
- Recognition as Presenting Sponsor on NPC website, podcast hosting site, and social media promotional materials for podcast.
- Invitation for sponsor spokesperson to join for a 5-10 minute segment once during the sponsorship year (in coordination with NPC) to discuss a topic of the sponsor's choosing (and approved by NPC).
- Past episodes can be found at <https://www.buzzsprout.com/770336>.




### Monthly Sponsor (\$5,000)

- A 15 second mid-roll host-read message (created by sponsor and approved by NPC) will be included during each episode, and the sponsorship will be recognized at the start of each episode by the host.
- Recognition as sponsor on social media promotional materials for that month's episodes.
- Past episodes can be found at <https://www.buzzsprout.com/770336>.

**2021 Potato D.C. Fly-in**  
**February 22-25 \* Washington, DC**

-  **Diamond Level (\$25,000+)**
  - Exclusive sponsorship of the Welcome Dinner or the Keynote Lunch.
  - Recognition on-site and in e-blasts to attendees with link to website and contact information.
  - Four full meeting registrations to network with attendees.
  - Opportunity to address attendees from podium at sponsored session.
  
-  **Platinum Level (\$15,000)**
  - Exclusive sponsorship of Breakfast session.
  - Recognition on-site and e-blast to attendees with link to website and contact information.
  - Two complimentary meeting registrations to network with attendees.
  - Opportunity to address attendees from podium at sponsored session.
  
-  **Gold Level (\$10,000)**
  - Exclusive sponsorship of Potato PAC Top Contributor Event.
  - Recognition on-site and e-blast to attendees with link to website and contact information.
  - Two complimentary meeting registrations to network with attendees.
  
-  **Silver Level (\$5,000)**
  - Exclusive sponsorship of Potato PAC reception, mobile app, refreshment break or Joint NPC/Potatoes USA Executive Committee Lunch with State Managers.
  - Recognition on-site and e-blast to attendees with link to website and contact information.
  - One complimentary meeting registration to network with attendees.
  
-  **Bronze Level (\$2,500)**
  - Exclusive sponsorship of Briefing Meeting and transportation to Environmental Policy Meeting at EPA.
  - Recognition on-site and e-blast to attendees with link to website and contact information.
  - One complimentary meeting registration to network with attendees.

**2021 Summer Meeting**  
**June 23-25 \* Presque Isle, Maine**

-  **Diamond Level (\$10,000+)**
  - Exclusive sponsorship of the Special Event, Silent Auction (to benefit Potato LEAF) Dinner or one of two Luncheons.
  - Opportunity to address attendees from podium at sponsored session.
  - Recognition on-site and in e-blasts to attendees with link to website and contact information.
  - Four complimentary meeting registrations to network with attendees.
  
-  **Platinum Level (\$7,000)**
  - Exclusive sponsorship of one of two General Sessions or entertainment at the Special Event.
  - Recognition from podium and opportunity to introduce sponsored session speaker.
  - Recognition on-site and in e-blasts to attendees with link to website and contact information.
  - Two complimentary meeting registrations to network with attendees.
  
-  **Gold Level (\$3,000)**
  - Exclusive sponsorship of one of four refreshment breaks, State Managers Breakfast, Joint NPC/Potatoes USA Executive Committee Lunch, NPC Past Presidents Dinner or NPC/Potatoes USA Executive Committee Dinner.
  - Recognition on-site signage and in e-blasts to attendees with link to website and contact information.

- One complimentary registration or four tickets to the Special Event or the Silent Auction (to benefit Potato LEAF) Dinner.

 **Silver Level (\$1,500)**

- Recognition on on-site signage.
- Two tickets to the Special Event or the Silent Auction (to benefit Potato LEAF) Dinner.

 **Bronze Level (\$750)**


- Recognition on-site signage.
- One ticket to the Special Event or the Silent Auction (to benefit Potato LEAF) Dinner.


**Potato Leadership, Education & Advancement Foundation (Potato LEAF)**


*Growing People Who Grow Potatoes*


The Potato Leadership, Education, and Advancement foundation is working to become the long-term funding source to support leadership development, educational programs, and other efforts to advance the potato industry in the United States.


**Annual Fund Giving Levels – Business**

 Visionary (\$50,000)

 Influencer (\$2,500)

 Leader (\$25,000)

 Contributor (\$2,500 or less)

 Changemaker (\$10,000)

Name:

Company:

Date: