



**2017 SMA Sponsorship Policies**  
**61<sup>st</sup> Annual Convention: July 19-22, 2017**  
**Hyatt Hill Country Resort**  
**San Antonio, TX**

Thank you for considering a sponsorship with the Southwest Meat Association for the annual Summer Convention and Mid-Year Conference! We are proud to host high quality, educational events that foster growth and business relationships. Our sponsors are an invaluable asset to our organization and events!

**SMA Convention**

- SMA will use a tiered sponsorship approach, with each sponsor receiving recognition/visibility commensurate with the level of sponsorship (see attached for details).
- In general, there will not be limits on the number of sponsors accepted at each tier. However, logistics dictate that there can only be a single title sponsor and a single diamond level sponsor each year. If the diamond level sponsor is an “in-kind” sponsor (see attachment for more on in-kind sponsorships), a second diamond level sponsor may be accepted at the discretion of the Convention Committee.
- Special note regarding diamond and title sponsors: The degree of visibility received by these sponsorship levels creates significant demand. In this regard, title and diamond sponsors may claim these sponsorships for no more than two years in a row. After two years, those sponsorships will be released to other interested sponsors on a first-come basis. In the event that those sponsorships are not claimed by May 15 of the convention year, the two year restriction will be waived for that year.
- Every effort will be made to deliver maximum exposure for all sponsors. Special circumstances may prevent delivery on certain benefits at time. Should this occur, the sponsor will be contacted and alternative, mutually agreed upon, arrangements will be made.

**Mid-Year Conference**

- There will be two levels of sponsorship: \$500 and \$1,000
- \$500 sponsors will receive:
  - One complimentary conference registration
  - Recognition in the conference program
  - Recognition in the SMA newsletter
  - Recognition on appropriate signage during the event
  - One complimentary quarter-page ad in the SMA newsletter
  - 5% discount off of sponsorship of the SMA Convention in the same calendar year
- \$1,000 sponsors will receive, in addition to the benefits shown above for \$500 sponsors:
  - One complimentary conference registration
  - Recognition in the conference program
  - Recognition in the SMA newsletter
  - Recognition on appropriate signage during the event
  - One complimentary half-page ad in the SMA newsletter
  - 10% discount off of sponsorship of the SMA Convention in the same calendar year
  - Designated complimentary table space in the meeting venue to display promotional materials

## **SMA Foundation Bob Ondrusek Memorial Golf Tournament Sponsorship**

The Bob Ondrusek Memorial Golf Tournament's sole purpose is to provide a fun means of funding for the SMA Foundation's scholarship programs. SMA members enjoy the informal camaraderie and opportunity to support the Foundation. After decades of having a single lead sponsor, the opportunity to sponsor the golf tournament now involves a broader group. The key ways sponsors may get involved are as the lead sponsor (one per year), a hole sponsor (unlimited number of sponsors or holes sponsored per firm), and as the sausage wrap sponsor. The distribution of sausage wraps during play has become a festive and much anticipated part of the event.

**Lead Sponsor:** This sponsor will receive credit in the convention program and on all signage associated with the event. Each golfer will receive two complimentary beverage cart tickets courtesy of the sponsor. The lead sponsor will preside over the awards presentation and have the opportunity to provide plaques/prizes or logo golf balls at their discretion.

The price of this sponsorship will be established annually by the sponsorship subcommittee of the convention committee (currently \$4,000). The lead sponsor shall have the right to remain for two consecutive years. After two years, this sponsorship will be opened up to other firms on a first-come basis until May 15 prior to the event. If unclaimed at that time, the two-year restriction will be removed.

**Golf Hole Sponsor:** This is the primary source of revenue for the event and is critical to its success. Hole sponsorship, while primarily a donation to the SMA Foundation's scholarship efforts, includes recognition on banners displayed at the event and in the Convention program book (providing such sponsorship is received before printing of the banner or book).

**Sausage Wrap Sponsor:** The sponsorship of the sausage wraps distributed to golfers during play was provided by the same firm for many years. That firm's desire, in relinquishing its sole sponsorship, was that the opportunity to provide the sausage wraps would be passed around among SMA member sausage manufacturers. In that regard, sponsorship of the sausage wraps will be offered first to the firm winning the previous year's "Best of the Wurst" event. If that firm declines, it will be offered on a first-come basis to other sausage manufacturers, with preference given to firms that have not sponsored it in the past or that have not done so in recent years. It will be the sole discretion of the selected sponsor whether to involve a supplier member or others in support of the sponsorship. Recognition will be given to the sausage supplier in the program book and on the banners displayed at the venue.

It will be the responsibility of the sponsor to coordinate with SMA staff or convention committee to ensure delivery and preparation of the sausage by hotel staff, including any provisions of condiments, paper goods, etc.

**Please note: All sponsorship opportunities are restricted to SMA members in good standing.**

## Convention Sponsorships

### Sponsor Tier

Benefits to Sponsor*	Friend of SMA	Bronze	Silver	Gold	Platinum	Diamond	Title
	\$500	\$1,000	\$1,500	\$2,500	\$5,000	\$10,000	\$15,000
Program Book Recognition	•	•	•	•	•	•	•
Logo on Prominent Signage	•	•	•	•	•	•	•
Slide Show		•	•	•	•	•	•
Announcement During Sessions		•	•	•	•	•	•
Half-Page Newsletter Ad			•	•	•	•	•
SMA Homepage				•	•	•	•
Logo/Link in Email Promos					•	•	•
Half-Page Ad in Program Book					•	•	•
Comp Supplier Showcase Table					•	•	•
Comp Registration					•	•	•
Company logo GOBO					•	•	•
Branding of Internet Service in Mtg Space						•	•
Branding of Hotel Guest Room Keys						•	•
5 Minutes Free Program Time						•	•
Company Logo Note Pads/Pens on Tables							•
Convention Naming Rights							•

\*See next page for details.

### Explanation of Benefits:

**Program Book** - Sponsor would receive recognition in program book (and registration materials if committed prior to printing).

**Signage** - Sponsor recognized on signage at convention venue in prominent location(s).

**Slide Show** - Sponsor recognized via PowerPoint images during general sessions and social events at which PowerPoint is being used.

**Announcement** - Sponsor verbally recognized by facilitator of general sessions.

**Half Page Newsletter Ad** - Sponsor receives complimentary newsletter ad in four issues of their choosing, based on space scheduling availability (\$300 value).

**SMA Homepage** - Sponsor recognized with logo/link on SMA homepage (as part of the Convention promo) from the time of commitment until July 31.

**Email Promos** - Sponsor's logo/link included on all SMA email promotions of the convention from time of commitment until the convention (at least 10 promos x 350 emails).

**Half-page Ad in Program Book** - Sponsor receives complimentary half-page advertisement in the convention program book (\$200 value). If desired, sponsor may apply that value toward a full page ad.

**Comp Supplier Showcase Table** - Sponsor gets a complimentary table in the Suppliers' Showcase and choice of general location of the table (\$300+ value).

**Comp Registration** - One complimentary member registration (\$560 value).

**Company logo GOBO** – Custom made projections of the sponsor's logo will be displayed at major convention functions. Logistics and space at the specific venues will vary, and all sponsors may not be displayed at the same events. Generally, the time and labor involved with GOBO set-up will dictate that each sponsor's GOBO will be set-up in only one space per day (more than one convention event may take place in that space each day).

**Room key branding** - Sponsor gets ad on the front of attendees' guest room keys.

**Internet Branding** - Sponsor receives company name as internet password and attendees directed to company splash page at logon.

**Company Logo Note Pads/Pens** - Sponsor logo imprinted pads/pens placed at each seat in general session.

**5 Minutes Program Time** - Sponsor gets maximum of 5 minutes to speak/promote company during the Friday general session.

#### **Regarding In-Kind Sponsors:**

While we are focused on increasing the value to our sponsors through enhanced visibility via the tiered sponsorships, there may be a very limited number of opportunities for firms to provide products or services that are aligned with a specific need identified by the convention planning committee. For those opportunities, the committee will work with the sponsoring firm to arrive at a mutually agreeable form(s) of recognition that is tied to the financial impact on the convention's budget.