

2026



SPONSORSHIP OPPORTUNITIES

Supporting U.S. processors and their suppliers through networking, advocacy, education, and regulatory expertise.



2026 EVENTS

Thank you for considering a sponsorship with SMA! We are proud to host high quality educational events that foster growth and business relationships. Our sponsors are an invaluable asset to our association!



MEAT, EDUCATION, ADVOCACY, TECHNOLOGY FORUM



February 18-19, 2026



Hilton Arlington



Arlington, TX



70TH ANNUAL CONVENTION & SUPPLIERS' SHOWCASE



July 22-25, 2026



Moody Gardens



Galveston, TX



BOB ONDRUSEK MEMORIAL GOLF TOURNAMENT



July 23, 2026



Moody Gardens
Golf Course



Galveston, TX

PAST ATTENDEES INCLUDE:



70TH ANNUAL CONVENTION & SUPPLIERS' SHOWCASE



July 22-25, 2026



Moody Gardens



Galveston, TX

All sponsorship opportunities are restricted to SMA members in good standing.

Sponsorships will be tiered, with each sponsor receiving recognition/visibility commensurate with the level of sponsorship of their choosing (page 5).

SPONSORSHIP POLICIES

SPONSORSHIP LEVEL LIMITS

There will be a single title sponsor and no more than two diamond level sponsors each year. Platinum+ and platinum sponsors will be limited to 10 combined sponsors. There will be no limits on the number of sponsors accepted at each tier below platinum.

FIRST-COME BASIS

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 companies on a first-come basis. In the event that those sponsorships are not claimed by **March 1** of the convention year. Also, the deadline is to ensure that all high-level sponsors receive adequate visibility in promotions at the time the convention registration site goes live in early April.



	FRIEND OF SMA \$1,000	BRONZE \$2,000	SILVER \$3,000	GOLD \$5,000	PLATINUM \$7,500	PLATINUM+ \$10,000	DIAMOND \$15,000	TITLE \$20,000
					SOLD	SOLD	SOLD	SOLD
PROGRAM BOOK RECOGNITION	•	•	•	•	•	•	•	•
LOGO ON PROMINENT SIGNAGE	•	•	•	•	•	•	•	•
SLIDE SHOW RECOGNITION		•	•	•	•	•	•	•
ANNOUNCEMENTS DURING SESSIONS		•	•	•	•	•	•	•
LOGO/LINK ON SMA REGISTRATION WEBSITE			•	•	•	•	•	•
LOGO/LINK ON EMAIL PROMOS				•	•	•	•	•
HALF-PAGE AD IN PROGRAM BOOK (\$250 VALUE)				•	•	•	•	•
MEDIUM SIZE NEWSLETTER AD (\$250-\$500 VALUE)					2	2	4	4
COMP SUPPLIER SHOWCASE TABLE (\$500 VALUE)					•	•	•	•
* OF COMP REGISTRATIONS (\$575-\$1,350 VALUE)					1	1	1	2
COMPANY LOGO GOBO					•	•	•	•
BRANDING OF INDIVIDUAL EVENT (SEE PAGE 8)						•	•	
INTERNET BRANDING IN MEETING SPACE								•
BRANDING OF HOTEL ROOM KEYS							•	
BRANDING OF ATTENDEE GIFT								•
5-10 MINUTE PROGRAM TIME							•	•
ATTENDEE VIRTUAL CHECK-IN BRANDING								•
ADVERTISEMENT IN SMA'S PODCAST, MEAT PEOPLE	NEW							•
COMPANY LOGO NOTE PADS & PENS								•
CONVENTION NAMING RIGHTS								•

EXPLANATION OF BENEFITS

PROGRAM BOOK RECOGNITION	Sponsor recognized in the convention program book.
LOGO ON PROMINENT SIGNAGE	Sponsor recognized on signage at convention venue in prominent location(s).
SLIDE SHOW RECOGNITION	Sponsor recognized via PowerPoint during general sessions and social events at which a slide show is being used.
ANNOUNCEMENTS DURING SESSIONS	Sponsor verbally recognized by facilitator during the general sessions.
LOGO/LINK ON SMA REGISTRATION WEBSITE	Sponsor recognized with logo/link on SMA convention website from the time of commitment until July 25.
LOGO/LINK ON EMAIL PROMOS	Sponsor's logo/link included on all SMA convention email promotions from time of commitment until the convention (at least 20 emails x 1,000 contacts).
HALF PAGE AD IN THE CONVENTION PROGRAM BOOK	Sponsor receives complimentary half-page advertisement in the convention program book (\$250 value). If desired, sponsor may apply that value toward a full-page ad.
MEDIUM SIZE NEWSLETTER AD	Platinum sponsor receives complimentary medium size newsletter ad in two issues (\$250 value) and Diamond/Title Sponsors in four issues (\$500 value) of their choosing, based on space scheduling availability.
COMPLIMENTARY SUPPLIER SHOWCASE TABLE	Sponsor gets a complimentary table in the Suppliers' Showcase and choice of table location (\$500 value).
# OF COMPLIMENTARY REGISTRATIONS	Title sponsor will receive two complimentary member registrations including Friday and Saturday dinner tickets (\$1,350 value). Diamond, Platinum+, and Platinum sponsors will receive one complimentary member registration per company (\$575 value).



Continued on next page

EXPLANATION OF BENEFITS

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).
BRANDING OF INDIVIDUAL EVENT	Sponsor will get to brand an individual event. Diamond level sponsors will be given first choice of the event followed by Platinum+ sponsors. A list of individual events can be found on the next page.
INTERNET BRANDING IN MEETING SPACE	Sponsor receives company name as internet password and attendees directed to company splash page at login (dependent on availability at the venue).
BRANDING OF HOTEL ROOM KEYS	Sponsor receives ad space on attendee hotel room keys. (dependent on the venue)
BRANDING OF ATTENDEE GIFT	Each registered attendee receives a welcome gift with sponsor's logo/branding.
5-10 MINUTES PROGRAM TIME	Title Sponsor gets maximum of 10 minutes to speak/promote company during a general session. Diamond Sponsor gets maximum of 5 minutes.
ATTENDEE VIRTUAL CHECK-IN BRANDING	Sponsor logo will be displayed on virtual kiosk, name badges, and lanyards at check-in.
ADVERTISEMENT IN SMA'S PODCAST, MEAT PEOPLE	Sponsor can record a 30 second advertisement to be played during 5 episodes of <i>MEAT People</i> .
COMPANY LOGO NOTE PADS & PENS	Sponsor logo imprinted pads/pens placed at each seat during the general sessions.
CONVENTION NAMING RIGHTS	Annual Convention naming rights (e.g., SMA Annual Convention & Suppliers' Showcase presented by ABC Corp.) for inclusion on all promotional materials, emails, and SMA website as well as during the event.





INDIVIDUAL EVENT SPONSORSHIPS

Branding of individual events is available only to those sponsors at the Platinum+ or Diamond levels. Each event that is branded by a sponsor will be identified in the program and at the venue as being presented by the sponsoring firm. For example, the Family Luncheon being sponsored by Company X would be identified as the “Company X Family Luncheon” in all convention materials (both digital and printed), signage, etc.

INDIVIDUAL EVENTS

- ~~Networking Reception/Mixer (Thursday Evening)~~ **SOLD**
- ~~Family Luncheon, featuring “Best of the Wurst” (Friday Lunch)~~ **SOLD**
- Raffle & Silent Auction Bidding App (available throughout convention)
- ~~Friday Breakfast~~ **SOLD**
- Friday General Session
- Saturday Breakfast
- Saturday General Session
- ~~Chairman’s Dinner & Awards (Saturday Evening)~~ **SOLD**

While the sponsorship of individual events will result in the event being named in honor of the sponsoring firm, other significant convention sponsors may still be recognized in a more general way during all events.



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.

BOB ONDRUSEK MEMORIAL GOLF TOURNAMENT



July 23, 2026



Galveston, TX



Moody Gardens Golf Course



SPONSORSHIP OPPORTUNITIES

The Bob Ondrusek Memorial Golf Tournament's purpose is to provide a fun means of funding for the SMA Foundation's scholarship program. SMA members enjoy the informal camaraderie and opportunity to support the Foundation. The keyways sponsors may get involved are listed below.



LEAD SPONSOR- \$5,000

Lead sponsor will receive credit in the convention program book, registration site, and on all signage associated with the golf tournament. 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 prizes. The price of this sponsorship is established annually by the sponsorship subcommittee of the convention committee. The lead sponsor shall have the right to remain for two consecutive years. After two years, this sponsorship will be opened to other firms on a first-come basis until **March 1** prior to the event. If unclaimed at that time, the two-year restriction will be removed. ***Sponsorship of the golf tournament does not count toward the sponsorship tiers defined elsewhere in this document.***



GOLF HOLE SPONSOR- \$200 EACH (UNLIMITED)

Golf hole sponsors are 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 (at the time of printing). Sponsors will be tiered depending on the number of golf holes purchased
(Ace Sponsor- 3 or more. Eagle Sponsor- 2 holes. Birdie Sponsor- 1 hole.)



SAUSAGE WRAP SPONSOR

The sausage wrap sponsor will be offered first to the firm winning the previous year's "Best of the Wurst" event. If the firm declines, it will be offered on a first-come basis to other sausage manufacturers, with preference given to firms that have not sponsored 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 golf tournament. It will be the responsibility of the sponsor to coordinate with SMA staff to ensure delivery and preparation of the sausage by golf club staff, including any provisions of condiments, paper goods, etc.



CONVENTION SPONSORSHIP AGREEMENT

July 22-25, 2026 • Galveston, TX

The Sponsorship Agreement is a joint agreement between SMA and _____
(Sponsoring Company)

SMA has the exclusive right to organize and conduct the Annual Convention & Suppliers' Showcase which is to be held on July 22-25, 2026, at Moody Gardens in Galveston, TX; The sponsoring company has agreed to be a sponsor and provide financial support in the amount indicated in this agreement for the event in exchange for promotional rights presented in SMA's 2026 Sponsorship Policy.

The Parties agree to the terms as follows:

Agreement Summary

Sponsorship Term: Valid exclusively for the Annual Convention, from signing until the event concludes on July 25, 2026.

Services Provided: SMA may use the sponsor's logo to promote their products/services as official offerings for the event.

Promotion Rights: Sponsorship benefits will align with the sponsor's selected tier per SMA's 2026 Sponsorship Policy.

Trademark Usage: SMA is permitted to use the sponsor's trademark in event-related materials, ensuring no harm to the sponsor's reputation.

Payment Terms:

- Accepted methods: ACH, check, or credit card (with a 3.25% processing fee).
- Payment due within 45 days of signing.
- Final cutoff: June 29, 2026, for sponsors committing less than 45 days before that date.

*Failure to submit payment by the payment deadline will result in cancellation of sponsorship.

My company would like to sponsor the Annual Convention at the following level:

- | | | |
|---|---|---|
| ☐ Title Sponsor- \$20,000 | ☐ Platinum Sponsor- \$7,500 | ☐ Bronze Sponsor- \$2,000 |
| ☐ Diamond Sponsor- \$15,000 | ☐ Gold Sponsor- \$5,000 | ☐ Friend of SMA Sponsor- \$1,000 |
| ☐ Platinum+ Sponsor- \$10,000 | ☐ Silver Sponsor- \$3,000 | ☐ Bob Ondrusek Memorial Golf Tournament Sponsor- \$5,000 |

For Diamond & Platinum+ sponsors only.

As a Diamond/Platinum+ Sponsor I would like to sponsor the following individual event:

- | | | |
|---|--|--|
| ☐ Networking Reception | ☐ Friday Breakfast | ☐ Saturday General Session |
| ☐ "Best of the Worst" Family Luncheon | ☐ Friday General Session | ☐ Chairman's Dinner & Awards |
| ☐ Raffle & Silent Auction Bidding App | ☐ Saturday Breakfast | |

Company Contact Information: Provide information for the appropriate contacts:

Accounting

Marketing

Name: _____

Name: _____

Phone: _____

Phone: _____

E-mail: _____

E-mail: _____

By signing below, both parties outlined in this Agreement agree to the terms listed in SMA's 2026 Annual Convention Sponsorship Policy.

Company Representative: _____ Date: _____

Phone: _____ E-mail: _____

Signature: _____

Send signed agreement to Lacy@southwestmeat.org and Brittany@southwestmeat.org



PO Box 3728 Bryan, TX 77805



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southwestmeat.org

Representing the meat & poultry industry since 1957