

Virginia Agribusiness Council

2024 Annual Supporting Opportunities



About Us

With nearly 400 members, the Virginia Agribusiness Council is a non-profit member organization committed to representing the agriculture and forestry industries in the Commonwealth with a unified voice through effective government relations efforts. Our staff serves as the resource for advocacy and representation at the General Assembly and on regulatory issues affecting the supply chain. Your support enables the Virginia Agribusiness Council to continue to serve as the unified voice for the first and third private sector industries in the Commonwealth of Virginia.

We provide multiple networking and educational opportunities throughout the year for our members to engage, exchange ideas and to add value to the organizations that we serve. Our events include:

- Annual Legislative Banquet
- Council Connections
- Ag Night at the Diamond
- Webinars
- Annual Golf Tournament
- Annual Sporting Clay Tournament
- Annual Meeting & Policy Conference
- Membership Briefings (New for 2024!)



Core Values

Advance the business interests of agriculture and forestry producers, processors, manufacturers, retailers, and suppliers

Respect the views of all members and seek consensus based on proven facts and science

Facilitate solutions by engaging participants on both sides of an issue

Serve as a reliable and credible resource on matters related to our industry

Adhere to the intrinsic values of rural communities

Employ the highest standards of integrity, professionalism, and excellence

Our Vision & Mission



Vision

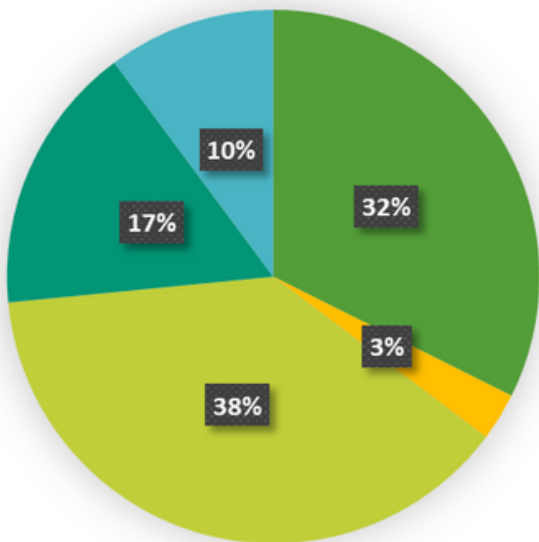
A thriving Agribusiness Community for future generations



Mission

We represent Virginia Agribusiness with a Unified Voice

VAC Membership Breakdown



38%

Family & Commercial Farms



32%

Agribusiness Companies



17%

Industry Associations



10%

Professional Individual



3%

Agricultural Lenders



Annual Legislative Banquet

January 9, 2025
Richmond, VA

VAC's signature event, attended by 1000+ attendees including industry leaders, Gov., Lt. Gov, Atty. Gen., Cabinet members, state agency directors and over 100 General Assembly members.

\$10000

Presenting Sponsor

- Logo placed on banquet invitations and programs as Presenting Sponsor (1,000+ mailed invitations, 1,000+ electronic invitations, and 1,000+ printed programs)
- Recognition as Presenting Sponsor on all Banquet communications (social media and member newsletters)
- Eight (8) tickets to Virginia's Finest® Reception & Dinner (with option to invite VIP + guest). Dinner table placed prominently near front (choice of including VIP's).
- Logo with link on event website as Presenting Sponsor
- Recognition as Presenting Sponsor at podium with Logo
- Logo placed on welcome, registration, and floor plan signage as Presenting Sponsor
- Full page ad in program
- Logo on rotating slides during reception and dinner
- Exhibit space in Virginia's Finest® Reception
- Opportunity to give out parting gift to guests as they exit

\$7000

Virginia's Finest® Reception Sponsor

- Logo placed on each reception table and bar sign as Virginia Finest® Sponsor
- Logo with link on event website as Virginia Finest® Sponsor
- Four (4) tickets to Virginia's Finest® Reception & Dinner
- Organization's logo printed on cocktail napkins and placed on bars and tables during the Virginia's Finest® Reception
- Logo on rotating slides during reception and dinner
- Recognition as Virginia Finest® sponsor on all Banquet communications (social media and member newsletters)
- Exhibit space in Virginia's Finest® Reception
- Logo placed prominently on program as Virginia's Finest® sponsor
- 1/2 page ad in program

\$3500

Awards Sponsor

- Logo displayed on Award Recipient Banner prominently displayed at the Virginia's Finest® Reception
- Logo displayed on rotating slides during reception and dinner as Awards Sponsor
- Logo displayed as Awards Sponsor during presentation of the 2024 Agribusiness Awards
- ¼ page ad in program
- Logo on event website and all banquet communications as the Awards Sponsor (social media and member newsletters)



Annual Legislative Banquet

Continued

\$2000

Step & Repeat (Photo Op) Banner Sponsor

- Logo placed on signage near step and repeat banner during Virginia's Finest® Reception
- Logo displayed on rotating slides during reception and dinner as Step & Repeat Banner Sponsor
- Organization's name listed in program
- Logo on event website and all banquet communications as the Step & Repeat Banner Sponsor (social media and member newsletters)

\$2000

Coat Check Sponsor

- Logo placed at Coat Check Entrance
- Organization's name listed in program
- Logo on event website and all banquet communications as the Coat Check Sponsor (social media and member newsletters)

\$2000

Valet Sponsor

- Logo displayed on valet parking signage and on vehicle car tag
- Organization's name listed in program
- Logo on event website and all banquet communications as the Valet Sponsor (social media and member newsletters)

\$2000

Photography Sponsor

- Logo on rotating slides during reception and dinner as Photography Sponsor
- Organization's name listed in program
- Logo on event website and all banquet communications as the Photography Sponsor (social media and member newsletters)

\$2000

Dinner Buffet Sponsor

- Logo/organization name placed at dinner buffet entrances
- Shared logo on rotating slides during reception and dinner as a Dinner Buffet Sponsor
- Organization's name listed in program
- Logo on event website and all banquet communications as a Dinner Buffet Sponsor

\$1000

Audio-Visual Sponsor

- Shared logo on rotating slides during reception and dinner as a Audio-Visual Sponsor
- Organization's name listed in program
- Logo on event website and all banquet communications as an Audio-Visual Sponsor

In-Kind

Parting Gift Sponsor

- Small giveaway item given to guests as they exit
- Giveaway item to be provided by sponsor

\$25-\$500

General Sponsor

VAC AgriForward Membership Briefings

New Events in 2024! Council Membership Briefings serve as an opportunity to discuss the latest issues affecting the agriculture and forestry industries within the Commonwealth. Events will feature speakers who are experts in their fields. Briefings may include one or multiple topics of discussion.

\$3000

Annual VAC Briefing Partner Sponsorship (All 3 Events)

- 2 Complimentary Registrations to each Event
- Recognition at each Event as Annual Council Briefing Sponsor with Logo
- Website & Social Media Recognition as Annual Sponsor
- VAC Newsletter Sponsor Recognition
- Opportunity to Display Pop-Up Banner at each Event
- Opportunity to Distribute Brand Material to Attendees at each Event

\$1000

Event Sponsor (1 Event)

- 2 Complimentary Registrations to One Event
- Recognition at Event as AgriForward Sponsor with Logo
- Website & Social Media Recognition
- VAC Newsletter Sponsor Recognition
- Opportunity to Display Pop-Up Banner

\$500

Breakfast Sponsor (1 Event)

- 1 Complimentary Registration to One Event
- Recognition at one Event as Breakfast Sponsor with Logo
- Website & Social Media Recognition
- VAC Newsletter Sponsor Recognition

\$300

Coffee/Break Sponsor (1 Event)

- Recognition at Event as Coffee Sponsor with Logo
- Website & Social Media Recognition
- VAC Newsletter Sponsor Recognition

Council Connections

Multiple regional networking events held throughout the year for members, prospective members and invited elected officials.

\$1000

Dinner/Reception Sponsor

- Organization name & website link in pre-event and post-event promotions
- Recognition during event
- Opportunity to bring table-top display at event

\$500

Event Sponsor

- Organization name & website link in pre-event and post-event promotions
- Recognition during event



Ag Night at the Diamond

August 6, 2024
Richmond, VA

VAC's Annual Fundraising Event. Networking event held at the Richmond Flying Squirrels in conjunction with Virginia Peanut Night. Current and prospective members are invited to the pregame tailgate with an all-you-can eat buffet, followed by the baseball game.



\$1500

Home Run Sponsor

- Exclusive Naming Rights to the Event (“Presented by [Sponsor Name]”).
- Logo recognition on event banner, website, social media and event promotion materials.
- Logo recognition in pre-event and post-event newsletters (sent out to nearly 800 contacts).
- 6 reserved tickets to the networking reception and the baseball game.
- Opportunity to raffle item with Virginia Peanut Growers Association during the Baseball Game.
- Opportunity to Display Pop-Up Banner at Event (Must be taken down immediately following reception).
- Opportunity to provide branded giveaways or promotional materials at the event (must be small).
- Recognition during remarks at event.

\$850

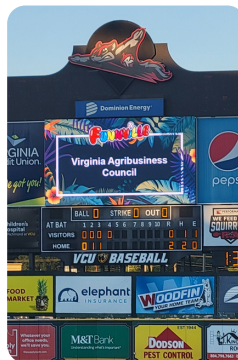
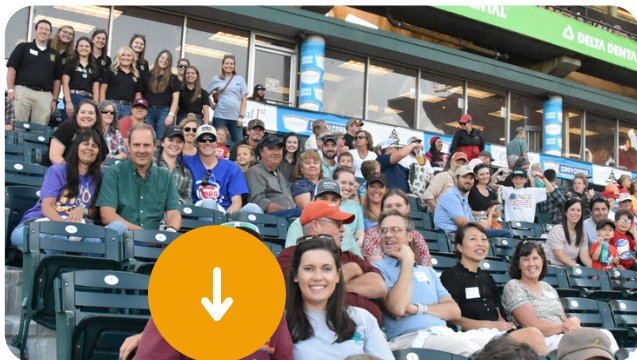
Diamond Sponsor

- Logo recognition on event banner, website, social media and event promotion materials.
- Logo recognition in pre-event and post-event newsletters (sent out to nearly 800 contacts).
- 4 reserved tickets to the networking reception and the baseball game.
- Opportunity to raffle item with Virginia Peanut Growers Association during the Baseball Game.

\$400

Peanut Sponsor

- Logo recognition on event website, social media and event promotion materials.
- Logo recognition in pre-event and post-event newsletters (sent out to nearly 800 contacts).
- 2 reserved tickets to the networking reception and the baseball game.



Annual Golf Tournament

June 3, 2024

Wintergreen Resort
Stoney Creek Golf Course

VAC's Annual Fundraising Event. Opportunity to network with industry peers while playing in an 18-hole golf tournament. Enjoy a networking awards reception following the tournament.



\$5000

Title Sponsor

- 1 Team Registration
- Recognition as Awards Dinner Sponsor
- Recognition as Hole Sponsor
- Prominent Banner Signage as Title Sponsor with Company Logo
- Logo Recognition on Website, Program Materials & Social Media as Title Sponsor
- Opportunity to Display Company Pop-up Banner at Awards Dinner
- Opportunity to Include Branded Item in Each Golfer's Gift Bag

\$3500

Gold Sponsor

- 1 Team Registration
- Recognition as Lunch Sponsor
- Recognition as Hole Sponsor
- Prominent Banner Signage as Gold Sponsor with Company Logo
- Recognition on Website, Program Materials & Social Media
- Opportunity to Include Branded Item in Each Golfer's Gift Bag

\$2500

Silver Sponsor

- 1 Team Registration
- Recognition as Beverage Cart & Snack Sponsor with Company Logo on the Beverage Cart (as Permitted by Golf Club)
- Recognition as Hole Sponsor
- Prominent Banner Signage as Silver Sponsor with Company Logo
- Logo Recognition on Website, Program Materials & Social Media
- Opportunity to Include Branded Item in Each Golfer's Gift Bag

\$1750

Bronze Sponsor

- 1 Team Registration
- Recognition as Putting Contest Sponsor
- Recognition as Hole Sponsor
- Prominent Banner Signage as Bronze Sponsor with Company Name Listing
- Recognition on Website, Program Materials & Social Media
- Team Name Listed on Program Materials
- Opportunity to Include Branded Item in Each Golfer's Gift Bag

A LA CARTE OPTIONS

\$500

Range or Hole Contest Sponsor

- Prominent Event Sign with Company Name Listing at Range or at Hole Contest
- Company Name Recognition on Website & Program Materials

\$650
\$175

Team of 4 or Individual Golfer

- 18 Holes of Golf with Cart
- Contest Entry Into: Individual Hole Contests
- Drink Tickets (2) Per Player
- Breakfast & Post-Tournament Awards Dinner

\$250

Hole Sponsor

- Sign with Company Name Listing at One Hole

In-Kind

Donation Sponsor

- Donation to Hole Contest(s)
- Donation to 1st/2nd Place Team Prizes
- Donation to Raffle Prize(s)
- Donation to Golf Gift Bags



Annual Sporting Clay Tournament

September 20, 2024
Shenandale Gun Club
Swoope, VA

VAC's Annual Fundraising Event. Attended by nearly 100 attendees, this event is a unique opportunity to have fun while spending quality time building relationships with key decision makers in Virginia and network within the industry.

\$2500

Title Sponsor

- Organization name/logo & website link listed in all promotions
- Recognition at day-long event with prominent banner signage
- One Team of 4
- Recognition as Stand Sponsor and Contest Sponsor
- Recognition in VAC Newsletters and Social Media

\$500

Breakfast Sponsor

- Recognition as Breakfast Sponsor with Logo at Event and in all Event Promotions
- Listing in the Program

\$800

Stand Sponsor + Team

- Signage on One Stand
- One Team of 4

\$200

Stand Sponsor

- Recognition at One Stand
- Listing in Program

\$600

Team Sponsor

- One Team of 4
- Listing in Program

\$300

Contest Sponsor

- Recognition at Contest
- Listing in Program
- VAC to Provide Prize on Behalf of Sponsor

\$1500

Ammo Sponsor

- Organization name/logo on every box of ammo

In-Kind

Contest Sponsor

- Recognition at Contest with Logo
- Listing in Program
- Sponsor to Provide Prize

\$500

Club Sponsor

- Recognition as Club Sponsor with Logo at Event and in all Event Promotions
- Listing in the Program

In-Kind

Raffle Prize Sponsor

- Recognition as Raffle Prize Sponsor with Logo
- Listing in Program
- Sponsor to Provide Prize



Annual Meeting & State Policy Conference

November 2024

One-day event attended by over 100 attendees, including members, industry leaders and legislators.



\$2000

Presenting Sponsor

- Organization logo/name & website link in pre-event and post-event meeting promotions
- Recognition during event as Presenting Sponsor
- Registration for one

\$1000

Keynote Speaker Sponsor

- Organization logo/name listed in meeting promotions;
- Recognition prior to keynote presenter

\$750

State Policy Sponsor

- Organization logo/name listed in pre- event and post-event meeting promotions
- Recognition during policy discussion meeting

\$500

Panel Sponsor

- Organization logo/name listed in pre-event and post-event meeting promotions
- Recognition prior to panel

\$1000

Reception Sponsor

- Organization logo/name listed in pre-event and post-event meeting promotions
- Recognition during event as Reception Sponsor

\$1000

Lunch Sponsor

- Organization logo/name listed in pre-event and post-event meeting promotions
- Recognition during event as Lunch Sponsor

\$500

Breakfast Sponsor

- Organization logo/name listed in meeting promotions
- Recognition during event as Breakfast Sponsor

\$250

Break Sponsor

- Organization logo/name listed in pre-event and post-event meeting promotions
- Recognition during event as Break Sponsor

Newsletters

Distributed to 500+ members and industry leaders



\$300

Capitol Report Summary Sponsor

Organization name, logo, website link & tag line in the General Assembly summary issue shared throughout the year

\$150

AgReport Feature Article

Organization name, logo, website link, & feature article you provide in a selected issue

\$100

AgReport Sponsor

Organization name, logo, website link & tag line in a single weekly issue

\$300

Monthly Newsletter Sponsor

Organization ad & website link in a monthly newsletter of your choice.

\$100

Event Promotion in AgReport or Monthly Newsletter

Your event name, website link & information in a single newsletter

Are you ready to become a sponsor?
Contact us today!



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