



SPONSORSHIP OPPORTUNITIES

65TH ANNUAL AMERICAN HOP CONVENTION
VIRTUAL EDITION // JANUARY 18 - 22, 2021

All sponsorship items are offered on a first come, first served basis. See page two for program advertisement. If you have an idea for a sponsorship item, let's talk about it! Contact Malissa Gatton mgatton@wahops.org // 509.453.4749 x0 with any inquiries.

Day-of, Virtual Convention Platform Sponsorship \$4,000 / Day

Your company logo will be prominently displayed on the virtual platform website for the duration of the chosen day. Indicate preference for day by numbering, 1, 2, etc.

- Monday 1/18/21 Wednesday 1/20/21 **Sold Out!** Thursday 1/21/21 Friday 1/22/21

Panel Sponsorship \$2,500 / Day

Your company logo will be prominently displayed on the featured speaker or panel's virtual background. Indicate preference for day by numbering, 1, 2, etc.

- Federal Issues Review Panel **Sold Out!** Brewer Panel **Sold Out!**

Keynote Address, Damian Mason (DamianMason.com) \$2,500 - \$7,500

Your company logo will be prominently displayed on Damian Mason's virtual background as he delivers the Convention keynote address on day 1/21/21, 8am - 9:30am.

- Full Sponsorship - \$7,500 **Sold Out!** Partial Sponsorship - \$2,500 (3 needed)

Virtual Trade Show on the HGA Website & Commercial Seminars \$600 - \$800

The virtual 'Trade Show' will launch January 1st on the HGA website and will remain active for 6 months. Your listing will feature: logo & description; customizable banner; product and service types and descriptions; embedded main video or photo; image gallery (up to six additional images); additional documents - up to four; contact section including website URL, up to two unique contacts (with name, phone, and email), and social media links; and a schedule an appointment form, with submissions sent to designated vendor contact.

- Cost \$600 (includes one Virtual Convention registration - \$175 value).

For an additional \$200 (\$800 total) you can add a 30 minute Commercial Seminar which can be used to promote products, services, etc. Seminars will be delivered live during the virtual event. We will follow up with available program schedule time slots.

- Cost \$800 (includes one virtual Convention registration - \$175 value).



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Program Booklet

\$250 - \$400

An 8.5" x 5.5" program booklet will be printed and mailed to all registered attendees. This booklet will include speaker and event information, the complete program schedule, sponsor and trade show recognition, and other important information.

If you advertised in the 2020 booklet and wish to use the same ad, please let us know below. A copy of your 2020 ad will be sent to you for review. **Artwork is due no later than 12/23/20**

Full Page Ad (4.5"x 7.5") \$400 We will send a new ad

Half Page Ad (4.5"x 3.25") \$250 Please use our 2020 ad

Cash Donation - Please specify amount to be used where needed: \$ _____

Contact & Payment Information

Completed forms can be returned to Malissa Gatton: mgatton@wahops.org // 509.453.4749 x0

Please tally up the total for all sponsorship items from pages 1 and 2. *TOTAL: \$ _____

*This total will determine your sponsorship level as outlined on page 3.

Please provide the following contact information:

Company: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Email & Phone: _____

Please provide the following billing information if different from above:

Contact Name for Billing: _____

Billing Email: _____

Billing Address & Zip Code: _____



SPONSORSHIP LEVELS & RECOGNITION

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In addition to the benefits listed per level, core sponsorship recognition will also include:

- Logo on the HGA website sponsorship page
- Listing in program booklet
- Mentions in Facebook and Instagram social media posts
- Logo in the event app which attendees will interface with on a daily basis to access day-of platform content
- Logo on the sponsor recognition slideshow which will run between program and speaker transitions, and breaks all five days of Convention



ELITE // \$8,000+

Two Virtual Convention registrations, virtual trade show table, full page ad in program booklet, and core recognition listed above



PLATINUM // \$6,000+

One Virtual Convention registration, virtual trade show table, and core recognition listed above



GOLD // \$4,000+

One Virtual Convention registration, and core recognition listed above



SILVER // \$2,000+

Core sponsor recognition as listed above



BRONZE // \$500+

Core sponsor recognition as listed above