



ISPFMRA Commercial Sponsorship Program

Welcome to the ISPFMRA Commercial Sponsor Program. The programs outlined in this brochure were established and reviewed by previous Commercial Sponsor representatives.

Our common goal is the same -- to add benefits to our members for being involved with ISPFMRA. This includes providing high quality meetings with leading industry speakers providing information on subjects that are of interest to all at very affordable registration fees to our members. It also means enabling Commercial Sponsors to communicate directly with the membership in casual, informal settings ... providing links to sponsor web sites, and convenient and accessible contact information for the representatives who work directly with ISPFMRA members.

The sponsorship levels have been set by the sponsors themselves and the benefits sponsors have told us they want in order to be most effective. Our sponsors have recommended the following levels of recognition: Platinum Level starts at \$2,500; Gold at \$1,500; Silver at \$750.

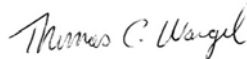
The other respective benefits are complimentary advertising space in the ISPFMRA newsletter as well as complimentary registrations in the Annual Meeting and the online web links. Trade Talk participation stays the same at no cost to sponsors.

Look through this presentation and contact Carroll Merry, our EVP, regarding the parts of the program that will work best for you. You can communicate directly with him at 262-253-6902 or ispfmra@countryside-marketing.com.

Thank you for your continued support of ISPFMRA. It is greatly appreciated.



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Commercial Sponsor Co-Chairs

Terms of Sponsorship

Sponsorships with ISPFMRA operate on a calendar-year basis. This is in keeping with the activities of the Chapter which functions on a January-through-December business year.

Invoicing for annual sponsorships is initiated each year in early September and enrollment is on a pre-paid basis. This is designed to accommodate those organizations which have either October - September or calendar-based fiscal years. Sponsors that have not yet submitted their sponsor payment by early December will receive a second 'notice.' Note that this is not a Past-Due statement but rather just a friendly reminder.

February 1 of the sponsorship year has been set as the official deadline for sponsor commitment and payment. This coincides with the production and distribution of the annual Membership Directory as well as potential involvement in the Trade Talk event which is held in conjunction with the Annual Meeting (usually in early-to-mid-February).

Organizations are welcomed to come on board as a commercial sponsor at any time during the year and their financial support will be pro-rated according to the timing of their commitment. Sponsors will be reconciled at the beginning of the next sponsorship year such that all sponsors will be on the same schedule.

Sponsorship Levels

Platinum	\$2,500 or more
Gold	\$1500 - \$2,499
Silver	\$750 - \$1,499

Enhanced Sponsorship Opportunities

It is ISPFMRA policy that when organizations sign on as a commercial sponsor with ISPFMRA they will not be asked for additional contributions for other activities during that year.

There have been times when sponsors have volunteered to provide additional financial support for specific activities, but those discussions have been initiated by the sponsor representatives. Sponsors may be asked to lend or provide certain supplies or equipment that they readily have available (note pads, pens, portable PA systems, etc) for particular events.

This policy has allowed us to keep registrations at a bare minimum which allows for greater member participation while allowing committee chairs to obtain the best possible speakers for the information needs of the members.

However, there have been occasions where fees for highly-sought speakers consume and/or exceed the entire budget. Should such an event occur, event planning chairs may ask Platinum-Level sponsors to consider enhancing their sponsorships by assisting in underwriting the costs of specific guest speakers. Special and separate sponsor recognition would be provided in these instances.

How the Funds Are Spent

Income collected under the Commercial Sponsorship Program are allocated to specific activities of the Chapter.

Annual Meeting	40 Percent
Summer Tour	30 Percent
Illinois Land Values Conference	15 Percent
General Administrative	15 Percent

This allocation has been set by the Chapter leadership for many years. It is designed to assure that the sponsorship funds are used specifically to ensure general professional development. By knowing fixed elements in their meeting planning budgets, activity chairs have financial freedom to keep overall event registration costs low while having funds to make sure they can procure the highest quality of speakers and other program elements. This has enabled the Chapter to have 'high demand' speakers and program content at very affordable costs to those members attending.

Important Annual Events

- January -- ISPFMRA Membership Directory is released and distributed.
- February -- ISPFMRA Annual Meeting. This event rotates on the following schedule: Bloomington, Champaign/Urbana, Decatur, Peoria, Springfield.
(Sponsors are provided complimentary registrations to this event based on level of sponsorship)

Trade Talk program focusing on our Commercial Sponsors.
- March -- Illinois Land Values Conference in Bloomington
- August -- Summer Tour. Site location rotates around the state.
- September -- Sponsorship renewal invoices are distributed for the upcoming year.
- Quarterly throughout the year -- ISPFMRA News & Insights newsletter. Sponsors are provided complimentary advertising / promotional space prorated on level of sponsorship.
- Ongoing throughout the year -- The latest news on education classes, membership and other activities on the Chapter website at www.isprmra.org including listings and links to commercial sponsors.

The Benefits of Sponsorship

General Recognition

Commercial sponsors are recognized at each contribution level in the published programs of the ISPFMRA Annual Meeting, tours, the Illinois Land Values Conference, the Land Values and Lease Trends Report, the membership directory, quarterly newsletter and on the Chapter Web site (including hot links if desired).

This will include the contact information -- name, telephone number and e-mail address -- for the primary sponsor representative.

Sponsors will be listed alphabetically in the appropriate categories.

Efforts will be made to provide 'Sponsor' ribbons for name badges where practical.

ISPFMRA Newsletter

The member newsletter is published and distributed electronically to all members and allied organizations. The publishing schedule (approximate) is: January (pre-Annual Meeting); April (post-Land Values Conference); July (pre-Summer Tour); September (post-Land Values Snapshot Survey).

Complimentary space for color advertising / advertorial information in the newsletter will be provided based upon the level of sponsorship.

Platinum	Full page (7.5" w X 10" h)
Gold	Half page (7.5" w X 5" h)
Silver	Quarter page (3.75" w X 5" h)

Sponsors will have the option of using this space as best fits the needs of their message to the membership. This space has typically been used for print ads created by the sponsors but can be used for 'advertorial' materials. All materials must be provided 'camera ready' by the sponsor (pdf format is preferred) and must fit into the appropriate space per the dimensions outlined above.

Sponsors will be notified of materials deadlines no less that 2 weeks prior to the distribution of the respective newsletter. Previous materials will automatically be used if updates are not received.

Complimentary / Reduced Registration Fees

Sponsorship include complimentary registrations to the ISPFMRA Annual Meeting prorated on the level of sponsorship. Complimentary registration is available as follows:

<u>Level of Sponsorship</u>	<u>Number of Complimentary Registrations for ISPFMRA Annual Meeting</u>
Platinum	4
Gold	3
Silver	2

Sponsor representatives are always welcome and invited to register for and attend all ISPFMRA educational seminars, the Illinois Land Values Conference, tours and other events at the applicable member rates.

Trade Talk

Trade Talk is held in conjunction with the ISPFMRA Annual Meeting. It allows participating sponsors the opportunity to host a table-top display and have a presence with the membership for the entire day. This includes during morning registration, at morning and afternoon breaks, during the Member Recognition Luncheon and the evening Memorial Scholarship Auction.

Trade Talk is open to any commercial sponsor but is by pre-reservation only. Sponsors need to be current with their financial obligation in order to participate. Those companies registering to participate will be charged for any hotel set-up fees (table rental and electric) as well as a pro-rated share of hospitality charges for the evening reception.

The number of company individuals per sponsor will be restricted to the company's level of sponsorship. These individuals will be receive complimentary registration but must register for the annual meeting using the appropriate meeting registration materials.

Platinum Level	4
Gold Level	3
Silver Level	2

Participating companies will be invited to submit information for a Trade Talk Host Summary publication which will be distributed to all attending the Annual Meeting. This will include direct representative contact information and up to 50 words promoting their programs / display highlights during Trade Talk. This will be produced and distributed at no charge to the participating companies.

Web Links

Sponsors will be recognized on the ISPFMRA web site -- www.ispfmra.org -- and are encouraged to establish a link with their home site.

Membership Directories

All commercial sponsors will automatically be provided with five ISPFMRA Membership Directories when they become available. More copies are available upon request at no charge.

ISPFMRA Profile

Copies of the most current ISPFMRA Profile brochure will be made available to all commercial sponsors at no charge.

Illinois Society of Professional Farm Managers and Rural Appraisers

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