

A BRIDGE TO OPPORTUNITY



STATE ANNUAL CONVENTION

December 4-6, 2023

Sleepy Hollow Hotel & Convention Center 455 South Broadway Tarrytown, NY 10591

presented by:



NEW THIS YEAR

Wargaming, led by Aimpoint Research, an exciting business plan simulation that will help prepare your farm or agribusiness for a changing future.

PREMIER - \$7,500

- Five full convention registrations
- Logo /name on event webpage, signage during Convention
- Full page COLOR ad in printed Convention program
- Access to VIP Board Reception
- Sponsorship of NYFB podcast episode
- Logo inclusion in email blasts to NYFB members and convention attendees
- Logo, link and recognition on NYFB social media channels
- Booth placement in New York Marketplace

PILLAR - \$5,000

- Four full convention registrations
- Logo/name on event webpage, signage during Convention
- Full-page B/W ad in printed Convention program
- Access to VIP Board Reception
- Logo, link and recognition on NYFB social media channels
- Booth placement in New York Marketplace

LEADERSHIP - \$3,000

- Two full convention registrations
- Logo /name on event webpage, signage during Convention
- Half-page B&W ad in printed Convention program
- Logo, link, recognition on NYFB social media channels
- Booth placement in New York Marketplace

SUSTAINING - \$1,000

- One full convention registration
- Name on event website and in Convention program

ADDITIONAL SPONSORSHIP OPPORTUNITIES

NEW YORK MARKETPLACE - \$50

Secure a spot in the New York Marketplace to share and sell your products to convention attendees. You will receive a basic booth space. No logo representation, SAC printed program or signage on site.

EXHIBITS - \$500

Exhibit space is 6' by 8' and includes a 6' table and two chairs.

PROGRAM ADVERTISING

Advertising in the printed State Annual Convention printed program is available for a 1/4 page in color or black and white.

Color: \$500 B/W: \$325

2023 DISTINGUISHED SERVICE AWARD: PATRICK HOOKER

In May 2013, Gov. Andrew M. Cuomo selected Patrick Hooker to serve as a Deputy Secretary. In this capacity, Pat was the governor's liaison to the New York State Department of Agriculture and Markets, as well as the State Liquor Authority. Patrick retired from the executive chamber at the end of 2021.

Patrick has been involved with agriculture policy his entire career, serving as the Commissioner of the Department of Agriculture and Markets, Director of Public Policy for the New York Farm Bureau, the Director of the New York State Senate Agriculture Committee and the Rural Affairs Advisor for the State Assembly Minority Leader.

Patrick grew up in rural Madison County, working on a neighbor's dairy farm. In school, he was active in the



Junior Holstein Club, as well as FFA, where he served as State President and received his American Farmer degree. He received his associate degree from Morrisville State College and his Bachelor of Science degree in Agricultural Education from Cornell

University. Before serving as Deputy Secretary, he was the Director of Agribusiness Development at Empire State Development.

Patrick and his wife Karen have two grown children, Erika and Mitchell, and three grandchildren. The family owns a 350-acre farm in southern Herkimer County where they produce maple syrup. Both children have built houses on the farm.

"It is impossible to overstate the importance of Farm Bureau to the agricultural community in New York State. It is literally the first and last defense of the farm industry in New York. The maple industry and the FFA are very important in my life and I see firsthand how both have grown dramatically thanks to Farm Bureau's advocacy."



BY THE NUMBERS

ATTENDANCE AT PAST STATE ANNUAL CONVENTION

66%

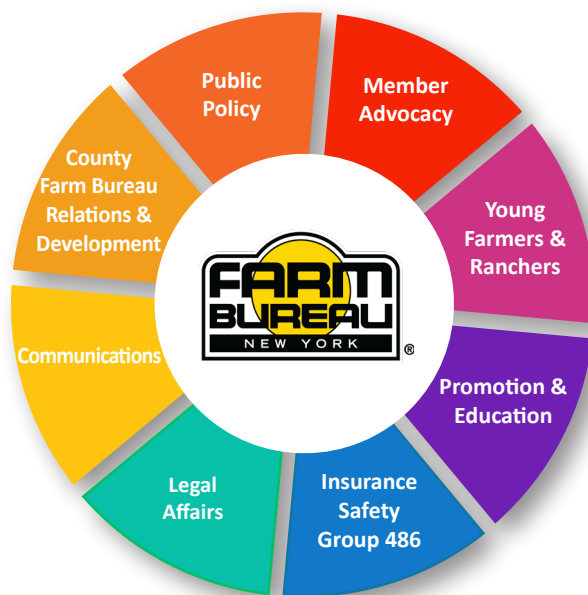
of the members present are leaders/influencers

300

Total attendance 2022 State Annual Convention

67%

of attendees are Farmers/Ranchers/Ag producers



The mission of New York Farm Bureau is **"Supporting today's agricultural needs and creating member opportunities for tomorrow through advocacy and education."**

The forward-looking NYFB vision is **"The voice of New York agriculture that unites a diverse farm community and builds a stronger food system and rural economy."**

NYFB STATE ANNUAL CONVENTION 2023 - SPONSOR COMMITMENT FORM

Thank you for supporting New York Farm Bureau. Please complete and return your information to Laurie Beach at 159 Wolf Road, Ste 300, Albany, NY 12205 or lbeach@nyfb.org by **Oct. 30, 2023**.

Yes! We wish to be a 2023 State Annual Convention Sponsor.

Support Level

Ad/Size for Program

<input type="checkbox"/> Premier Sponsor	\$7,500	Full Page COLOR ad (5" wide x 8" tall)
<input type="checkbox"/> Pillar Sponsor	\$5,000	Full Page B&W ad (5" wide x 8" tall)
<input type="checkbox"/> Leadership Sponsor	\$3,000	Half Page B&W ad (5.5" wide x 4.25" tall)
<input type="checkbox"/> Sustaining Sponsor	\$1,000	
<input type="checkbox"/> Exhibit Booth Space	\$500	
<input type="checkbox"/> NY Marketplace (for NYFB members)	\$50	
<input type="checkbox"/> Program ad only COLOR	\$500	Quarter Page COLOR ad (2.5" x 4" tall)
<input type="checkbox"/> Program ad only B/W	\$325	Quarter Page B/W ad (2.5" x 4" tall)
<input type="checkbox"/> Member ticket only	\$179	
<input type="checkbox"/> Non-member ticket only	\$249	

Contact Information

Name/Company _____

Address: _____

City _____ State _____ Zip _____

Phone _____ Email _____

Name(s) for Badges:

Payment Information

My check is enclosed for \$ _____ (Payable to New York Farm Bureau)

Please invoice me.

For credit card payment, please call **Member Support at 800-342-4143**.

The program booklet will be a mix of color and B/W ads. All ads should be submitted electronically as a PDF or JPG (200 dpi is optimal) to lbeach@nyfb.org or sent as a high-quality hard copy. **Ad/copy is due by Nov. 3, 2023**. If you have any questions regarding your sponsorship, please contact Laurie Beach at lbeach@nyfb.org or 518-431-5614.

