



ANNUAL MEETING

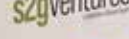
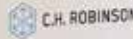
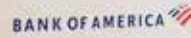
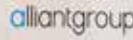
DIAMOND SPONSORS



2022 WG ANNUAL MEETING

THANK YOU

PLATINUM SPONSORS



2022 WG ANNUAL MEETING

THANK YOU

GOLD SPONSORS



# 2023 SPONSOR OPPORTUNITIES

NOVEMBER 12<sup>TH</sup> – 15<sup>TH</sup>, 2023 | GRAND HYATT KAUI RESORT & SPA



# WHY SPONSOR?

The Western Growers Annual Meeting is an exceptional opportunity to build awareness of your brand through face-to-face networking with the agricultural industry's **elite leaders** from hundreds of organizations. Share your company's message with the brightest minds in the fresh produce industry, including hundreds of Western Growers members, the Board of Directors and Western Growers' executive leadership.

## BENEFITS OF BECOMING A SPONSOR

- Highlight your organization's brand and messaging with a captive, engaged audience
- Connect with Western Growers board members, past and present, to gain a deeper understanding of their needs and challenges
- Collect new leads to engage and nurture after the event
- Meet with Western Growers experts to get your business questions answered in real time



# NETWORK. LEARN.

## EXPERIENCE THE FINEST IN THE FRESH PRODUCE INDUSTRY.

The Western Growers Annual Meeting is the premier networking event for the fresh produce industry. With the industry in a constant state of change, the best way to ensure the sustainability of farming for future generations is to come together as one community—as one voice.

Each year, Western Growers brings together this community of owners, families, employees and suppliers to learn and network. By connecting face-to-face with your peers and industry thought leaders, you'll have the opportunity to learn about the key issues affecting agriculture today.

This year, join us at Grand Hyatt Kauai Resort & Spa.



# 2022

## HIGHLIGHTS BY THE NUMBERS



**500+**

Growers, Shippers, and Industry Partners



**100k**

Media distributions, mentions and photos posted



**10**

Interactive Networking Events



**200+**

California, Arizona, Colorado, and New Mexico Farms and Industry Partners Represented



**5<sup>th</sup>**

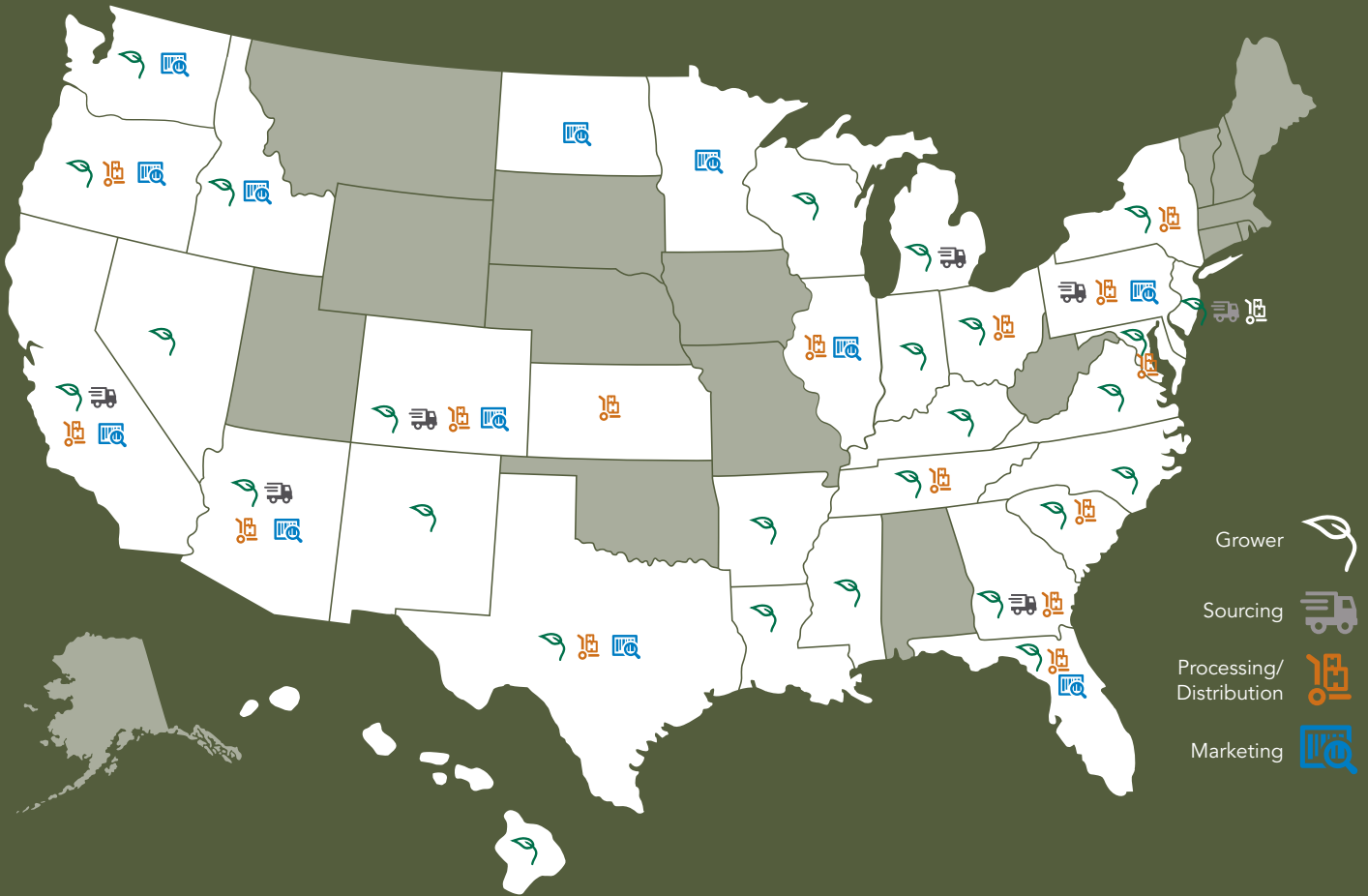
Annual AgSharks Competition!



**1**

Really Awesome Networking App

# WESTERN GROWERS MEMBER U.S. OPERATIONS



## THE TOP 20 OF MEMBER COMMODITIES

Almonds  
Avocados  
Broccoli  
Carrots  
Cauliflower  
Celery  
Cherries  
Garlic  
Grapes  
Lemons

Lettuce  
Oranges  
Peaches  
Pistachios  
Plums & Prunes  
Raspberries  
Strawberries  
Tomatoes  
Tangerines  
Walnuts

# DIAMOND LEVEL \$50,000

## EVENT RECOGNITION

- Presentation video and remarks at the exclusive Diamond Breakfast
- Presenting sponsor for the Conference (Maximum 4)
- One minute video at chosen event (Chairman's Lunch or Award of Honor Dinner)
- Podium acknowledgment for all major events
- Major event sponsorship, signage with logo at all of the following:  
Featured Sessions, Lunches, Golf Tournament, Welcome Reception, Party with the Partners, and Award of Honor Dinner
- Conference bag insert (sponsor provided)
- Logo included on onsite signage

## PROMOTIONAL

- Logo included in all attendee recruitment emails
- Logo included on Annual Meeting registration website
- Logo included in printed conference guide
- Full page ad, including a limited number of premium positions (front inside cover, back inside cover, or back cover) in printed conference guide, distributed at event
- Rotating logo included on event mobile app
- Social media mention
- Logo included in Annual Meeting promotional ad in *Western Grower & Shipper* magazine
- Post-event report
- Recognition in Western Growers 2023 Year in Review distributed to 2200 members.

## HOSPITALITY

- Diamond Breakfast with Western Growers' Board of Directors and Executive Leadership
- Four (4) passes for VIP Reception with Western Growers' Board of Directors and Executive Leadership
- Four (4) Full Conference Registration passes, including Party with the Partners  
(does not include PAC Lunch or Golf Tournament)
- Six (6) additional tickets for Party with the Partners
- VIP Reserved table at each event during Conference
- Invitation to attend March and July board meetings



# PLATINUM LEVEL \$35,000

## EVENT RECOGNITION

- Podium acknowledgment for sponsored event
- Major event sponsorship, signage with logo at **one** of the following:  
Featured Session, Lunch, Golf Tournament, Welcome Reception, Party with the Partners, or Award of Honor Dinner
- Conference bag insert (sponsor provided)
- Logo included on onsite signage

## PROMOTIONAL

- Logo included on Annual Meeting registration website
- Logo included in printed conference guide
- Full page ad in printed conference guide, distributed at event
- Logo included on event mobile app
- Social media mention
- Logo included in Annual Meeting promotional ad in *Western Grower & Shipper* magazine
- Post-event report
- Recognition in Western Growers 2023 Year in Review distributed to 2200 members.

## HOSPITALITY

- Four (4) passes for VIP Reception with Western Growers' Board of Directors and Executive Leadership
- Four (4) Full Conference Registration passes, including Party with the Partners  
(*does not include PAC Lunch or Golf Tournament*)
- Five (5) additional tickets for Party with the Partners
- VIP Reserved table at one major event during Conference



# GOLD LEVEL \$25,000

## EVENT RECOGNITION

- Major event sponsorship, signage with logo at **one** of the following:  
Featured Sessions, Lunch, Golf Tournament, Welcome Reception, Party with the Partners, or Award of Honor Dinner
- Conference bag insert (sponsor provided)
- Logo included on onsite signage

## PROMOTIONAL

- Logo included on Annual Meeting registration site
- Logo included in printed conference guide
- A 1/2-page ad in printed conference guide, distributed at event
- Logo included on event mobile app
- Social media mention
- Logo included in Annual Meeting promotional ad in *Western Grower & Shipper* magazine
- Post-event report
- Recognition in Western Growers 2023 Year in Review distributed to 2200 members.

## HOSPITALITY

- Three (3) passes for VIP Reception with Western Growers' Board of Directors and Executive Leadership
- Three (3) Full Conference Registration passes, including Party with the Partners  
(does not include PAC Lunch or Golf Tournament)
- Four (4) additional tickets for Party with the Partners





# SILVER LEVEL \$10,000

## EVENT RECOGNITION

- Major event sponsorship, signage with logo at **one** event: Featured Session, Lunch, Golf Tournament, or Welcome Reception
- Logo included on onsite signage

## PROMOTIONAL

- Logo included on Annual Meeting registration site
- Logo included in printed conference guide
- A 1/3-page horizontal ad in printed conference guide, distributed at event
- Logo included on event mobile app
- Logo included in Annual Meeting promotional ad in *Western Grower & Shipper* magazine
- Post event report
- Recognition in Western Growers 2023 Year in Review distributed to 2200 members.

## HOSPITALITY

- Two (2) Full Conference Registration Pass, including Party with the Partners  
(does not include PAC Lunch or Golf Tournament)
- Three (3) additional tickets for Party with the Partners



# BRONZE LEVEL \$5,000

## EVENT RECOGNITION

- Logo included on onsite digital signage

## PROMOTIONAL

- Logo on Annual Meeting registration site
- Logo included in printed conference guide
- Logo included on event mobile app
- Logo included in Annual Meeting promotional ad in *Western Grower & Shipper* magazine
- Post event report
- Recognition in Western Growers 2023 Year in Review distributed to 2200 members.

## HOSPITALITY

- Two (2) tickets for Party with the Partners



<b>SPONSORSHIP PACKAGE COMPARISON</b>	<b>Diamond (Limited to 4)</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Industry Partner</b>
Member Pricing	\$50,000	\$35,000	\$25,000	\$10,000	\$5,000	\$1,000– \$4,999
Diamond Breakfast with Western Growers Board of Directors and Executive Leadership	✓					
Attendee Recruitment Emails	Logo					
Presenting Sponsor for Full Conference	✓					
Event Sponsorship – acknowledgment from the podium	All Major Events	1 Event				
Reserved Table	All Major Events	1 Event				
Video opportunity	1 Event 60 seconds					
VIP Reception with Western Growers’ Board of Directors and Executive Leadership	4	4	3			
Conference Bag Insert (sponsor provided)	✓	✓	✓			
Social Media Mention	✓	✓	✓			
Ad in Conference Guide	Full Page Premium Ad	Full Page Ad	1/2 Page Ad	1/3 Page Ad		
Full Conference Registration Pass	4	3	3	2		
Tickets for Party with the Partners	6	5	4	3	2	2
Printed Conference Guide	Logo	Logo	Logo	Logo	Logo	Listing
Annual Meeting Registration Website	Logo	Logo	Logo	Logo	Logo	Listing
Event Mobile App	Logo	Logo	Logo	Logo	Logo	Listing
Onsite Signage	Logo	Logo	Logo	Logo	Logo	Listing
Annual Meeting promotional ad in <i>Western Grower &amp; Shipper</i> magazine	Logo	Logo	Logo	Logo	Logo	Listing
Post-event Report	✓	✓	✓	✓	✓	
Recognition in Western Growers 2023 Year in Review	✓	✓	✓	✓	✓	

Sponsor Branding Opportunities on next page

For more information, contact Kim Stuart | [kstuart@wga.com](mailto:kstuart@wga.com) or 949.885.2265



# SPONSOR BRANDING OPPORTUNITIES

Available for Silver Level Sponsors and above

## Conference Bag Insert

The sponsor has an opportunity to provide collateral or promotional items of their choosing to be placed in the Welcome Conference Bag that will be distributed to all 500+ attendees.

**\$1,500**



## Lanyards

A highly-visible opportunity, the sponsor's logo will be placed prominently on over 500+ attendee lanyards co-branded with the WG Annual Meeting logo. Attendees wear their lanyard through the entire conference.

**\$5,000**



## Conference Water Bottle

Hydrate, hydrate, hydrate. Help keep attendees refreshed as they attend the Annual Meeting. High quality water bottle to be given to all registered attendees. The sponsor's logo will be prominently displayed on one side of the bottle.

**\$5,000**



## Bar Sponsorship

Sponsored signature cocktail with signage near bar and branded cocktail stirrers at Party with the Partners.

**\$7,500**



Items pictured are shown as an example.

For more information, contact Kim Stuart | [kstuart@wga.com](mailto:kstuart@wga.com) or 949.885.2265



# THANK YOU

## TO OUR 2022 SPONSORS

### Diamond



**FARM CREDIT**

American AgCredit | Farm Credit West  
CoBank | Fresno Madera Farm Credit



### Platinum



---

Gold



---

Silver



---

Bronze



# THANK YOU

## TO OUR 2022 SPONSORS

---

### Industry Partners

3P Partners

AgCode

AGQ Labs USA

American Takii

Barkley Ag Enterprises

BASF

Biotechnology Innovation Organization

Blue Book Services

Blue Tech Water

CoolPak-Bunzl Ag

Emerald Packaging

First Health

Frost, PLLC

Ganaz Inc

Grimmway Enterprises

International Paper

JRG Attorneys At Law

Keithly-Williams Seed

King City Nursery

Latitude 36 Foods LLC

Law Offices of Shawn Caine

MIXTEC

Peartree+Belli Architects Inc

Ramsay Highlander

Rijk Zwaan

Rogitex

Sakata Seed

Sensitech Inc

Soiltech Wireless

Southern Valley Chemical

Sturdy Oil Company

Teleos Ag Solutions

Tuff Boy

Vegetable Grower Supply Co

Weatherly IP Solutions

# HOW TO RESERVE YOUR SPONSORSHIP

Every year, many of our top tier sponsorship packages sell out quickly. We recommend requesting a Sponsorship Agreement as soon as possible to ensure you secure the sponsorship package you want.

## Get in Touch

If you have any questions regarding our sponsorship packages, or if you'd like to customize a sponsorship package, please contact Kim Stuart at [kstuart@wga.com](mailto:kstuart@wga.com) or 949.885.2265.

Western Growers is excited to partner with you to ensure your presence onsite meets your organization's objectives and offers you a seamless event experience.

## Request a Sponsorship Agreement

Please send all Sponsorship Agreement requests to Kim Stuart at [kstuart@wga.com](mailto:kstuart@wga.com) or 949.885.2265. Once the Sponsorship Agreement request is received, she will contact you to walk you through the next steps of the sponsorship process. All packages are sold on a first-come, first-served basis.

### Logo File Requirements:

For best results, please send logos as high resolution .eps or transparent .png format.

## Not yet a member?

Western Growers' products and services are designed with our members in mind. From our health benefits tailored for agriculture, to government advocacy, logistics solutions, employee training, industry compensation data, networking and more—we are here to support the evolution and continued growth of the agricultural industry and the success of our Western Growers members.

If you are not yet a member of Western Growers, now is the time to learn about the unique benefits we offer through our Association. Through our family of Western Growers Companies, we are able to provide active members with full access to:

- Premier networking events with elite leaders in the industry
- Member discount pricing on advertising in *Western Grower & Shipper* magazine
- Insurance and benefit solutions
- Financial planning
- Workforce development and training
- Labor and transportation resources
- Advocacy at the state and federal levels

We encourage anyone interested in our full-service solutions to visit our website at [www.wga.com](http://www.wga.com) or contact us directly to learn more about membership opportunities and benefits.





# Save the Date

NOV 12<sup>TH</sup>-15<sup>TH</sup>, 2023

KAUAI, HAWAII



This year the 2023 Western Growers Annual Meeting will be held at Grand Hyatt Kauai Resort & Spa.

*Can't wait to see you there!*

For more information please contact  
Kim Stuart at [kstuart@wga.com](mailto:kstuart@wga.com)  
or 949.885.2265.

