



2021 Sponsorship Agreement

ASTA Online 2021 sponsorship opportunities are available exclusively to ASTA members.

Sponsorship Type	Cost	Selection
Ruby - NEW!	\$5,000	
Platinum	\$3,500	
Gold	\$2,000	
Silver	\$1,500	
Bronze	\$750	
Sponsor a Session - NEW!	\$1,500	
Dedicated Sponsored Electronic Mailing - NEW!	\$2,500	
5 Minute Company Presentation During Quarterly Crop Report - NEW!	\$2,500	
Gift Box Giveaway - NEW!	\$3,000	
	Total	\$ _____

PAYMENT METHOD

- Credit Card — payments may only be made online at www.astaspice.org, or by phone with submission of this form.
- Check — please mail this form with your payment to arrive by **March 31**:

American Spice Trade Association
 1101 17th Street NW. Ste. 700
 Washington, DC 20036

Company: _____

Primary Contact Person: _____

Phone: _____ Email: _____

*The primary contact person will receive important correspondence about your sponsorship, including any logistics information.
Sponsorships are not valid until payment is received.*

Questions? Phone: (202) 331-2460 * Email: info@astaspice.org

SPONSORS

ASTA Online 2021 Sponsor Benefits	Ruby NEW! \$5,000	Platinum \$3,500	Gold \$2,000	Silver \$1,500	Bronze \$750
Company name featured on ASTA website event pages	X	X	X	X	X
Company name featured on opening remarks slides during each session of the event	X	X	X	X	X
Company name featured in event marketing pieces, including posts on ASTA's LinkedIn page	X	X	X	X	
Company logo featured in the mobile app	X	X	X		
Company logo featured on ASTA website event pages <u>and</u> the homepage	X	X			
Company logo featured on opening remarks slides during each session of the event	X	X			
Company logo featured in event marketing pieces, including posts on ASTA's LinkedIn page	X	X			
Complimentary advertising space in <i>FYI ASTA Weekly</i> for a three-month period <i>See guidelines on page 3 for details</i>	X	X			
Complimentary advertising space in <i>FYI ASTA Weekly</i> for an additional three-month period (six months total) <i>See guidelines on page 3 for details</i>	X				
Opportunity to sponsor one specific education or networking session and provide a giveaway to an event attendee <i>See guidelines on page 3 for details</i>	X				

Additional Sponsorship Opportunities

Sponsor a Session - NEW! \$1,500	Sponsor a specific education or networking session during the event, including the opportunity to introduce the session speaker. Your company also has the option to provide a giveaway to an event attendee. <i>See guidelines on page 3 for details.</i>
Dedicated Sponsored Electronic Mailing - NEW! \$2,500	ASTA will send a sponsored email with your content to our event attendees. Content may include promotional information about your company's products and services, along with images and links. <i>See guidelines on page 3 for details.</i>
5 Minute Company Presentation During Quarterly Crop Report - NEW! \$2,500	Provide a five minute presentation about your company's products and services that will be broadcast at the beginning of one of the four quarterly crop report updates this year. Crop report recordings will be available to all ASTA members. <i>See guidelines on page 3 for details.</i>
Gift Box Giveaway - NEW! \$3,000 <i>A minimum of five sponsors is required</i>	ASTA will assemble a gift box filled with snacks, giveaways, and one promotional item from each sponsor. Boxes will be mailed to attendees in advance of the meeting. Due to the complexity of shipping/handling and costs associated with this offering, a minimum of five confirmed sponsors is required by March 12 . <i>See guidelines on page 3 for details.</i>

ASTA Online 2021 Sponsorship Guidelines

Sponsor Recognition

Each sponsor will receive recognition on the ASTA website, the meeting app and opening slides shown during ASTA Online. For Ruby, Platinum, and Gold sponsors, your company logo will be featured as outlined in the sponsor benefits. A company logo must be in an eps or other high resolution format (600 x 110 pxl) and submitted no later than **April 16, 2021**.

Advertisements

Sponsors who receive advertisements in *FYI ASTA Weekly* must submit a high resolution file of your advertisement. Sponsors' advertisements will be featured at least once per month in *FYI ASTA Weekly*, which publishes four times per month. Advertisements will run for a three or six month period (depending on sponsorship level). ASTA will work with you on the schedule for your advertisement. Advertisements are subject to review by ASTA to ensure they meet ASTA's professional standards and the association's policies.

Session Sponsors

The opportunity to sponsor a specific education or networking session is available on a first come, first served basis, and is limited to the total number of sessions available during ASTA Online. You will have the opportunity to have a company representative to introduce your assigned session and to provide a giveaway to an attendee chosen at random (gift card, etc.). After your sponsorship agreement is received, ASTA staff will contact you to confirm logistics.

Dedicated Electronic Sponsored Mailing

ASTA will send a sponsored email with your content to event attendees. Content may include promotional information about your company's products and services, along with images and links. The mailing will be clearly labeled as sponsored content and is subject to review by ASTA to ensure that it meets ASTA's professional standards and the association's policies. A limited number of mailings are available prior to ASTA Online 2021, and some mailings may be sent after. Available options will be confirmed by ASTA.

Presentation During Quarterly Crop Report

The opportunity to sponsor one of the four quarterly crop report sessions is available on a first come, first served basis and is limited to four total sponsors (one per quarterly report). Your company presentation may be up to five minutes, and will be pre-recorded then broadcast at the beginning of the crop report. The recording will be clearly labeled as sponsored content and is subject to review by ASTA to ensure that it meets ASTA's professional standards and the association's policies. Crop report recordings will be available to all ASTA members. After your sponsorship agreement is received, ASTA staff will contact you to confirm logistics.

Gift Box Giveaways

If five sponsor commitments are confirmed, ASTA will assemble and mail a gift box to event participants and include promotional items from sponsors. All sponsored promotional items must be approved by ASTA prior to shipment to the ASTA office, with a photo image that provides exact dimensions, including packaging to ensure each item meets ASTA's professional standards. Detailed shipping instructions along with other information will be emailed to primary sponsor contacts to ensure packages arrive to the ASTA office in time to ship to all participants of ASTA Online 2021. ASTA will make a concerted effort to ensure the timely delivery of gift boxes to event participants, however, due to potential complications with international shipping and customs, ASTA cannot guarantee the timely delivery of gift boxes to international attendees.

The American Spice Trade Association (ASTA) sponsorship guidelines have been expressly incorporated into the sponsorship agreement for ASTA Online 2021. Your signature below acknowledges that you have read the guidelines for sponsorship and you acknowledge ASTA will have final approval to this agreement. ASTA agrees to notify Representative Signature in advance of any revisions or amendments made to this agreement. All sponsor payments are final.

Representative Signature: _____ **Date:** _____

Representative Name (please print): _____