



## Sponsorship Agreement

*Sponsorship opportunities are available exclusively to ASTA members.*

Sponsorship Type	Cost	Selection
Platinum	\$3,500	
Gold	\$2,500	
Silver	\$1,500	
Sponsor a Break - <b>NEW!</b>	\$1,000	
Sponsor a Giveaway - <b>NEW!</b>	\$750	
	<b>Total</b>	<b>\$ _____</b>

### PAYMENT METHOD

- Credit Card — payments may only be made online at [www.astaspice.org](http://www.astaspice.org), or by phone with submission of this form.
- Check — please mail this form with your payment to arrive by **September 10:**

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](mailto:info@astaspice.org)



Sponsor Benefits	Platinum \$3,500	Gold \$2,500	Silver \$1,500
Company <b>name</b> featured on ASTA website event pages	X	X	X
Company <b>name</b> featured on opening remarks slides during each session of the event	X	X	X
Company <b>name</b> featured in event marketing pieces, including posts on ASTA's LinkedIn page	X	X	X
Company <b>logo</b> featured in the mobile app	X	X	X
Company <b>logo</b> featured on ASTA website event pages <u>and</u> the homepage	X	X	
Company <b>logo</b> featured on opening remarks slides during each session of the event	X	X	
Company <b>logo</b> 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		

Additional Sponsorship Opportunities	
<b>Sponsor a Break - NEW!</b> \$1,000 Maximum of 8 sponsors	Sponsor a break during the event. Your company logo will be featured at the break station during one break period at the event. A maximum of two sponsors may sponsor each break period. This opportunity is limited to eight sponsors total. <i>See guidelines on page 3 for details.</i>
<b>Sponsor a Giveaway - NEW!</b> \$750 Maximum of 5 sponsors	Sponsor a gift giveaway for event attendees. Winners will be announced throughout the event and one sponsor will be recognized for each giveaway. <i>See guidelines on page 3 for details.</i>

# Sponsorship Guidelines

## Sponsor Recognition

Each sponsor will receive recognition on the ASTA website, the meeting app and opening slides shown during the event. For 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 and submitted no later than **September 10, 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 month period. 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.

## Breaks

Each Break sponsor will have the opportunity to select their preferred break to sponsor, on a first come, first served basis. There are four available breaks, and a maximum of two companies may sponsor each break. After your sponsorship agreement is received, ASTA staff will contact you to confirm which break you prefer.

## Giveaways

ASTA will select and purchase the giveaway. Winners will be chosen at random from the attendee list and announced throughout the event. One sponsor will be recognized when each giveaway is announced.

The American Spice Trade Association (ASTA) sponsorship guidelines have been expressly incorporated into the sponsorship agreement for the Fall ASTA Meeting and Exhibits 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): \_\_\_\_\_