



*PRODUCING RESULTS*

# **2016 ILLINOIS SOYBEAN ASSOCIATION CORPORATE PARTNERSHIP PROGRAM**

**The Illinois Soybean Association (ISA)** represents the interests of more than 43,000 soybean farmers in Illinois. The ISA is the umbrella organization where the checkoff and the non-checkoff meet to serve the needs of soybean growers in Illinois. The organization works to maximize the profitability of Illinois soybean producers in two separate and distinct ways: The non-checkoff side provides advocacy in Springfield, IL and Washington, DC, while the soybean checkoff funds research that enhances soybean production and use, plans and backs national and international market development efforts, and distributes invaluable industry information.

ISA is excited to provide an opportunity to our corporate partners to network in the areas of soybean value chain development, research and legislation. Partners will be able to connect with our ISA farmer-members and Illinois soybean farmers. Corporate partnership levels and benefits are determined by non-checkoff contributions to ISA from the previous year. These come through partnership opportunities such as Yield Challenge, the Soybean Summits, *Illinois Field & Bean* advertisements and Soy Partner Pledge contributions.



### Executive - \$45,000 or more

- ISA boardroom signage
- 1-page ad in *Illinois Field & Bean* (two times)
- Banner ad in weekly e-newsletter (six times)
- Recognition in newsletter, magazine and on the website
- Press release
- 25 complimentary ISA memberships

### Principal - \$30,000 to \$44,999

- ISA boardroom signage
- 1-page ad in *Illinois Field & Bean*
- Banner ad in weekly e-newsletter (four times)
- Recognition in newsletter, magazine and on the website
- Press release
- 20 complimentary ISA memberships

### Core - \$20,000 to \$29,999

- ISA boardroom signage
- 1-page ad in *Illinois Field & Bean*
- Banner ad in weekly e-newsletter (three times)
- Recognition in newsletter, magazine and on the website
- Press release
- 15 complimentary ISA memberships

### Associate - \$15,000 to \$19,999

- ISA boardroom signage
- 1/2-page ad in *Illinois Field & Bean*
- Banner ad in weekly e-newsletter (two times)
- Recognition in newsletter, magazine and on the website
- Press release
- 10 complimentary ISA memberships

### Affiliate - \$7,500 to \$14,999

- ISA boardroom signage
- 1/3-page ad in *Illinois Field & Bean*
- Banner ad in weekly e-newsletter
- Recognition in newsletter, magazine and on the website
- Press release
- Five complimentary ISA memberships

### Support - \$2,500 to \$7,499

- ISA boardroom signage
- Recognition in newsletter, magazine and on the website
- One complimentary ISA membership
- 1/4-page ad in *Illinois Field & Bean*

*Achievement of each level can include the sum total of your partnerships with ISA such as Yield Challenge, Soy Partner Pledge, paid advertising and other contributions.*

*Photos courtesy of the United Soybean Board and the soybean checkoff.*



PRODUCING RESULTS

## ADDITIONAL PARTNERSHIP OPPORTUNITIES

### Illinois Soybean Summit – Peoria, Effingham & Rockford



Building on the success of the 2015 Soybean Summits, ISA will host the 2016 Soybean Summits at three locations – Effingham, IL, at the Keller Convention Center on January 29, Peoria, IL, at the Peoria Civic Center on February 25 and Rockford, IL, at Giovanni's Convention Center on March 11 – to provide convenience to growers from across the state. These informational and educational summits will feature a wide variety of speakers from agricultural media, university research programs, professional crop consulting firms and more. Participants will leave with new skills and knowledge they can apply to increase production and profitability of their operations. In addition to the programs, participants will have the opportunity to visit a trade show/exhibit area to discover tools, technologies and resources for their operations. The 2016 Soybean Summits are free to Illinois producers, and we expect more than 500 attendees between the three locations. Partners can choose from a range of sponsorships for these events including participation in the trade show/exhibit area.

### Yield Challenge



ISA will continue its Yield Challenge for the seventh straight year in 2016 and will continue the 100 Bushel Challenge for a fourth year. The Yield Challenge and 100 Bushel Challenge are designed to inspire farmers to try new soybean production practices and technologies to advance yields. Participants receive recognition, winners in each crop reporting district receive a small financial reward, and ISA gets to share the results with other farmers in the state. For the 100 Bushel Challenge, the winner receives \$5,000. The Yield Challenge and 100 Bushel Challenge provide an opportunity for corporate sponsors, working through their distribution and retail channels, to promote some of their newest technologies to growers in Illinois and also help recruit participants for the Yield Challenge. For more information, please contact Linda Kull, director strategic research programs, at lkull@ilsoy.org.

### Illinois Field & Bean – A publication of the Illinois Soybean Association

ILLINOIS FIELD & BÉAN

*Illinois Field & Bean* is published eight times a year on behalf of the ISA, reaching more than 43,000 of Illinois' most progressive soybean farmers and key influencers. *Illinois Field & Bean* provides a focused editorial package of cutting-edge information focused on soybean production, farmer profitability, industry issues and leadership. In 2014, a survey of readers revealed that more than 70 percent find *Illinois Field & Bean* easy to read, interesting, timely and relevant. An average of three people read each copy of the magazine, more than half of readers have saved an article for future use, one-third said they visited an advertiser's website as a result of seeing an ad or article and more than 90 percent agree the magazine makes them think about important issues facing agriculture. Advertising options, in affiliation with the association, provide a cost-effective means of comprehensively reaching the Illinois soybean and corn producer market. We are always open to ideas regarding special inserts, story ideas, etc. to help share information with our farmers. To discuss and gain more information about the publication and advertising opportunities, please contact Amy Rody, director of communications, at rody@ilsoy.org.

### High Yields Plus Quality Help Showcase U.S. Soybean Industry's Success



ISA is beginning a public launch of a transformational global program to boost U.S. soybean value from seed to feed. Next steps have been started, which include recognizing seed companies and farmer success. We will be working toward bringing together both ends of the soybean value chain to acknowledge unsurpassed seed quality excellence. We invite you to showcase the U.S. ag industry's commitment by sending us your soybean samples. Join ISA and the success story that brings seed companies, farmers and soybean customers together to tell the whole story of a soybean. For more information, please contact Linda Kull, director strategic research programs, at lkull@ilsoy.org.

**FOR MORE INFORMATION ABOUT THE ISA CORPORATE PARTNERSHIP PROGRAM OR TO DISCUSS THESE OPPORTUNITIES, PLEASE CONTACT ISA CEO CRAIG RATAJCZYK AT 309-808-3607 OR CRAIGR@ILSOY.ORG.**

**Funded in part by the Illinois soybean checkoff.**



# ILLINOIS SOYBEAN ASSOCIATION CORPORATE PARTNERSHIP AGREEMENT

ISA is excited to provide an opportunity for our corporate partners to network in the areas of soybean value chain development, research and legislation. Partners will be able to connect with our ISA farmer-members and Illinois soybean farmers. Corporate partnership levels and additional partnership opportunities are listed below. Indicate the partnership level and/or opportunities in which your organization is interested in participating. Please note, these opportunities are limited and offered on a first-come, first-served basis.

## Corporate Partnership Level – Select One

 **Executive**

\$45,000 or more

 **Principal**

\$30,000 to \$44,999

 **Core**

\$20,000 to \$29,999

 **Associate**

\$15,000 to \$19,999

 **Affiliate**

\$7,500 to \$14,999

 **Support**

\$2,500 to \$7,499

## Soy Summit/Illinois Field & Bean Opportunities – Peoria, Effingham & Rockford

 **Lunch - \$7,500 (Unavailable)**
 **Breakfast - \$4,500**
 **Lanyards - \$3,000**

- Optional exhibit space at all three locations
- Recognition on all promotional materials
- Advertising in *Illinois Field & Bean* (full page ad \$4,000 value)

- Optional exhibit space at all three locations
- Recognition on all promotional materials
- Advertising in *Illinois Field & Bean* (half page ad \$2,000 value)

- Optional exhibit space at all three locations
- Recognition on all promotional materials
- Advertising in *Illinois Field & Bean* (half page ad \$2,000 value)

 **Three Breakout Sessions - \$2,500**
 **Coffee Break - \$1,500**

- Optional exhibit space at all three locations
- 2-3 minute welcome and introduction of speaker
- Recognition on all promotional materials
- Advertising in *Illinois Field & Bean* (1/4 page ad \$1,000 value)

- Optional exhibit space at all three locations
- Recognition on all promotional materials
- Advertising in *Illinois Field & Bean* (1/4 page ad \$1,000 value)

## Authorization

Upon receiving a signature on this document, ISA will invoice \_\_\_\_\_ the amount of \$ \_\_\_\_\_.

Please send the invoice to: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Select exhibit location:  Peoria  Effingham  Rockford

Exhibitor name: \_\_\_\_\_ E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

