

# Partner Level Benefits

National Sorghum Producers offers six partnership levels within the Industry Partner program to provide a variety of exclusive benefits. In addition to receiving sorghum-focused representation in Washington, D.C., all levels are given exclusive access to NSP industry information and publications. All Industry Partners also receive the benefit of their company logo and website link on the NSP Industry Partner webpage and recognition at sorghum events during the annual Commodity Classic.

	BENEFIT LEVEL			BENEFIT OPTIONS			
	BASE	SECONDARY	PREMIUM	TIER 1	TIER 2	TIER 3	TIER 4
<b>CONTRIBUTOR</b> \$1,500 PLUS	✓						
<b>PARTNER</b> \$2,500 PLUS	✓			✓			
<b>BRONZE</b> \$5,000 PLUS	✓	✓			✓		
<b>SILVER</b> \$10,000 PLUS	✓	✓				✓	
<b>GOLD</b> \$20,000 PLUS	✓	✓	✓				✓
<b>GOLD+</b> \$35,000 PLUS	✓	✓	✓	Gold+ Level Partners receive Tier 4 benefit options, plus the annual option for an Industry Partner Spotlight in <i>Sorghum Grower</i> magazine or on the podcast.			✓
<b>PLATINUM</b> \$60,000 PLUS	✓	✓	✓	Platinum Level Partners receive three, complimentary full-page ads in <i>Sorghum Grower</i> magazine or the equivalent advertising value online in the magazine section of <i>SorghumGrowers.com</i> plus podcast advertising opportunities.			

## BENEFIT LEVELS

### BASE LEVEL BENEFITS

- Company logo and website link on the NSP Industry Partner webpage
- Recognition at sorghum events during the annual Commodity Classic
- All the benefits of NSP membership, including all NSP publications like *Sorghum Grower* and *Sorghum Notes* e-newsletter

### SECONDARY LEVEL BENEFITS

- Recognition at all NSP events through signage and other promotional materials
- Annual social media shoutouts recognizing you as an Industry Partner

### PREMIUM LEVEL BENEFITS

- Complimentary rotating banner ad on *SorghumGrowers.com* home page
- Premier recognition at all NSP events
- First right of refusal to sponsor NSP sanctioned events (Page 18)
- Signature opportunities to network with NSP farmer members and the board of directors - talk to us about opportunities to network and put your business in front of sorghum farmers
- One partner will be selected annually for recognition as Sorghum Industry Partner of the year (available to partners holding a Gold or Platinum Level Partnership for 5 or more years)

## BENEFIT OPTIONS

### TIER 1 BENEFIT OPTIONS (SELECT ONE)

- (1) 1/4 page ad in one issue of *Sorghum Grower*
- (1) 1/8 page ad in two issues of *Sorghum Grower*
- (1) standard rotation for 1 month online advertising on the magazine section of *SorghumGrowers.com*
- (2) 30-second advertisement spot(s) on Sorghum Smart Talk: Policy Edition podcast episode(s)

### TIER 2 BENEFIT OPTIONS (SELECT ONE)

- (1) 1/2 page ad in one issue of *Sorghum Grower*
- (1) 1/4 page ad in two issues of *Sorghum Grower*
- (1) 1/4 page ad in one issue of *Sorghum Grower* + (1) standard rotation for 3 months online advertising on the magazine section of *SorghumGrowers.com*
- (2) 30-second advertisement spot(s) on Sorghum Smart Talk: Policy Edition podcast episode(s)
- (1) 60-second advertisement spot(s) on Sorghum Smart Talk: Policy Edition podcast episode(s)

### TIER 3 BENEFIT OPTIONS (SELECT ONE)

- (1) full-page ad in one issue of *Sorghum Grower*
- (1) 1/2 page ad in two issues of *Sorghum Grower*
- (1) 1/2 page ad in one issue of *Sorghum Grower* + (1) standard rotation for 6 months online advertising on the magazine section of *SorghumGrowers.com*
- (3) 30-second advertisement spot(s) on Sorghum Smart Talk: Policy Edition podcast episode(s)

### TIER 4 BENEFIT OPTIONS (SELECT TWO)

- (1) full-page ad in one issue of *Sorghum Grower*
  - (1) standard rotation for 8 months online advertising on the magazine section of *SorghumGrowers.com*
  - (2) 30-second advertisement spot(s) on Sorghum Smart Talk: Policy Edition podcast episode(s)
  - (1) 60-second advertisement spot(s) on Sorghum Smart Talk: Policy Edition podcast episode(s)
- \*You may choose to fulfill your selection with (1) full-page ad in two issues of *Sorghum Grower*.