

INDUSTRY PARTNER PROGRAM



Table of Contents

4	WHO WE ARE
10	SPONSORSHIP & RECOGNITION OPPORTUNITIES
16	ADVERTISING OPPORTUNITIES
22	PARTNERS, TESTIMONIALS & AFFILIATES
27	EVENT CALENDAR
28	PARTNER LEVEL BENEFITS
32	CONTACT US



WHO WE ARE

At National Sorghum Producers, we believe in the sorghum industry, and we believe in teamwork. New technology and new challenges are continually evolving, and as we look toward the future, it is imperative for the agriculture industry to collectively work to create solutions. For an industry to realize its full potential, it takes everyone working together. Our commitment to the sorghum industry is mirrored in our vision and mission. We believe in advocacy, relationships and steadfast leadership.

Mission

Lead positive change for sorghum farmers through effective policy and relationships.

Vision

Promote, advocate for and defend the sorghum industry.

Our Values

NSP values members, knowledge, relationships, growth, education, reputation, communication, loyalty, results and change. Your support allows NSP to be the best in the world at representing U.S. sorghum farmers and supporting the sorghum industry. NSP looks forward to partnering with your company to help the industry maintain full momentum. There are abundant opportunities for sorghum with new markets and technology advancements. The future is exciting. Help NSP sustain and support the sorghum industry by becoming an Industry Partner.



Craig Meeker

NSP BOARD OF DIRECTORS CHAIRMAN

What We Stand For

ADVANCING THE INDUSTRY

National Sorghum Producers works to integrate all sorghum industry segments through one organization so all sorghum-related entities are working toward a common goal and communicating a consistent message. Through membership programs and NSP subsidiaries, NSP maintains good working relationships by employing synergistic activities that benefit sorghum growers and our partners. NSP was founded in 1955 by farmers who desired to make an impact on the industry. The organization has worked to fulfill that legacy ever since, and, today, focuses on leading positive change for sorghum farmers through effective policy and relationships.

CREATING NEEDED CHANGE

NSP provides sorghum growers with an ally in Washington, D.C. When Congress is in session working on a farm bill, an energy bill, trade, environmental legislation, or other pertinent issues to our industry, NSP is in your corner.

NSP advocates for the interests of sorghum, based on what our members tell us is most important to them. NSP has a small and dedicated staff team that is committed to staying on top of the issues in farm country. The NSP office is located in the heart of the Sorghum Belt, so we have a constant heartbeat on what is most important to your business. At the same time, we maintain a presence in Washington, D.C., to keep an eye on legislation and regulations affecting sorghum growers and our industry. Finally, we provide our members with high quality, targeted educational materials to keep them up to date and in the loop about sorghum issues.

Our Impact

REGULATORY ADVOCACY

The threat to new and existing technologies in seed products, treatments and chemicals is greater than ever, with new and ongoing support for our efforts remains critical.

NSP advocated for and continues to work on the re-registration of Atrazine with the Environmental Protection Agency, protecting sorghum farmers' ability to use this critical product. The same can be said for glyphosate, and NSP continues to work with the Administration to secure and maintain Section 3 and Section 18 labels.

SUSTAINABILITY MESSAGING AND RESEARCH

Targeted Messaging

NSP continues to distribute targeted messaging about sorghum sustainability through print mailings, emails and leadership talking points on Capitol Hill.

KansCAT Research

NSP conducted a project with NRCS to: 1) deploy a database for storing and assessing practice information, 2) increasing literacy of farmers and conservation partners using this information, and 3) leveraging conservation practices for value in carbon-focused ethanol markets. More available at SorghumGrowers.com/sustainability.

D.C. ENGAGEMENT

Despite office closures and restrictions that remained in effect in 2022, NSP is engaged with leaders in Washington, D.C., advocating on behalf of the sorghum industry through virtual and face-to-face meetings, keeping relationships and information sharing flowing between our office and DC decision makers. The Farm Bill, disaster assistance, regulatory approvals, sound energy policy and many other key issues are top priority for sorghum leaders this year.

THE RESOURCE-CONSERVING CROP™

NSP has worked for several years with NRCS to amend language that will allow sorghum to be included in CSP. In April 2021, NRCS announced additional language concerning the definition of a "resource-conserving crop" (RCC) and a "resource-conserving crop rotation" (RCCR) under the Conservation Stewardship Program (CSP) "to be more inclusive of all crops that could be resource conserving and fit within the purpose for which the definition was crafted," giving sorghum a strong foothold in this program.

Doubling down on its recognition of sorghum as The Resource-Conserving Crop™, in September 2022, USDA selected National Sorghum Producers as a recipient of a \$65 million Partnerships for Climate-Smart Commodities five-year grant project to quantify the climate impact of incorporating sorghum and other tools into rotations while serving as a trajectory for the sorghum industry's continuous environmental improvement throughout this decade and the next.



Membership Programs and Related Entities

MEMBERSHIP PROGRAMS

INDUSTRY PARTNERS

Financial support from the NSP Industry Partner Program allows us to be the best in the world at representing the U.S. sorghum industry and sorghum farmers. From biofuels to major food brand products and pet food to aquaculture, sorghum is making its place among major, high-value markets. If you are looking to connect more with sorghum producers, NSP can provide you that opportunity.

PRODUCER MEMBERS

Individual members are the heart and soul of the National Sorghum Producers. NSP exists to serve producers and act as the voice of the sorghum industry for farmers through legislative and regulatory representation.

E-MEMBER PROGRAM

National Sorghum Producers is proud to partner with elevators around the country through its Elevator Membership Program. The E-Member Program is an opt-in program for elevators who recognize the importance of legislative representation in Washington, D.C., and want the best in sorghum education for themselves and their customers.

RELATED ENTITIES

As a subsidiary of National Sorghum Producers, **Sustainable Crop Insurance Services, LP**, is an agency dedicated to providing farmers the information they need to choose the proper insurance. SCIS's goal is to take information and give producers the knowledge to choose the right insurance for their specific situation. SCIS is licensed in Arkansas, Colorado, Kansas, Nebraska, New Mexico, Oklahoma, South Dakota, Texas and Wyoming.



The **National Sorghum Foundation** promotes research and education for sorghum and develops leadership potential through active university students interested in studying agriculture and, more specifically, the sorghum industry. National Sorghum Foundation members have contributed \$5,000 or more in current gifts or \$10,000 or more in future gifts to the advancement of education and science within the sorghum community.

As a subsidiary of National Sorghum Producers, **Elite Ag Management** offers landowners professional farm management services. Elite Ag also specializes in strategic analysis of data and trends in agriculture to help companies and producers be more profitable.



All About Sorghum

PRODUCTION

Sorghum is traditionally grown throughout the Sorghum Belt, which runs from South Dakota to Southern Texas, primarily on dryland acres. Projections show sorghum farmers planted 6.3 acres in 2022, down from the previous year as a result of harsh, dry growing conditions across the Sorghum Belt.

MARKETS

Demand for sorghum continues to diversify and develop. Exports remain steady in line with supply. NSP continues to advocate for research and policies that create value-added domestic marketing opportunities.



SORGHUM SUSTAINS™

Sorghum has many sustainable attributes, and sorghum farmers are on the front lines mitigating and responding to the impacts of climate change while adapting and innovating to keep the lands they steward productive now and for future generations.

Sorghum Sustains By:

Reducing greenhouse gas emissions and sequestering carbon. With its dense and robust root structure, sorghum translocates carbon deeper into soils.

Through breeding innovations, **sorghum farmers have successfully adopted no-till or minimum-till practices on approximately 75% of sorghum acres** – meaning the sorghum associated carbon is sequestered for longer and deeper than in most cropping systems.

Sorghum also plays a significant role in domestic biofuel markets, which according to EPA resulted in reduced GHG emissions equivalent to removing 17 million cars from the road in one year alone.

Sorghum is a water smart, climate resilient crop, and with the necessary resources to innovate and the incentives to bring those innovations to the market, we can accomplish more.

NSP has worked extensively to promote sorghum as a climate-smart solution with legislators and through the current Administration's request for input on tackling the climate crisis at home and abroad.



SPONSORSHIP & RECOGNITION OPPORTUNITIES

Sorghum PAC

ABOUT THE SORGHUM PAC

The purpose of the Sorghum Political Action Committee (PAC) is to promote legislative lawmakers who understand and advocate on behalf of sorghum priorities. The importance of Sorghum PAC resonates from local offices to the U.S. Capitol:

- The Sorghum PAC enables NSP members to unify their voices to create a clear, concise message about the importance of farm policy in rural America.
- The elected officials the Sorghum PAC supports have a direct impact on important policy for NSP members.
- The Sorghum PAC is an influential alliance of NSP members and sorghum associations working to uphold and protect the interest of growers and the sorghum industry.

SORGHUM PAC SERIES

In 2022, National Sorghum Producers continued to make innovative changes to the Sorghum PAC fundraisers. The continuation of the Sorghum PAC Series included hosting three fundraisers throughout the spring, including an online auction, the return of the Sorghum PAC Casino Night and Auction at Commodity Classic and the second-annual Sorghum PAC Golf Tournament. The 2022 Sorghum PAC Series set an organization fundraising record with over \$188,000 raised.

The Sorghum PAC Series will continue in 2023 with the annual Sorghum PAC Casino Night and Auction held during Commodity Classic in Orlando, a dynamic online auction and the Sorghum PAC Golf Tournament in Dodge City, Kansas. The continuation of the Sorghum PAC Series offers new and abundant opportunities for Industry Partner sponsorship and advertisement at both online and in-person events.

INDUSTRY PARTNER OPPORTUNITIES

There are many opportunities for sponsor recognition and producer interaction through the Sorghum PAC Series. Industry Partners are recognized through signage, promotional material, advertisements, news releases, social media, the website and more. Industry Partners are also featured with items in the online auction, which reaches over 600,000 people. Contact us to learn more about sponsorship and support opportunities with the 2023 Sorghum PAC Series.

GOLD
2023

Online Auction
SPONSOR

BigIron
AUCTIONS

Alta
seeds
by ADVANTA



UPL
OpenAg
Premier
SPONSORS

Sponsor
SPONSOR THE SORGHUM PAC

To sponsor or donate to the Sorghum PAC, contact Jamaca Battin at jamaca@sorghumgrowers.com.

Yield Contest

PURPOSE

Each year, National Sorghum Producers provides sorghum growers the chance to showcase their own crop in the sorghum yield contest. It also provides the opportunity for NSP to recognize some of the best growers in our industry. Along with recognizing growers, this event also provides an opportunity for NSP to highlight our industry partner seed companies by recognizing the seed varieties used by our top growers.

INDUSTRY PARTNER OPPORTUNITIES

All NSP Industry Partners are recognized annually during the Sorghum Yield Contest awards ceremony, and acknowledgment of seed varieties is complete with each winner announcement. This includes recognition on the big screen, the event program and other related Commodity Classic material.

NSP also welcomes the opportunity each year to creatively work with individual companies to spread information and awareness to farmer customers about the contest, how to enter and the opportunities that exist for winners , plus recognition of seed varieties used by the winning growers.

Sponsor
SPONSOR THE YIELD CONTEST

Pioneer® has generously sponsored the National Sorghum Producers Yield Contest Awards Gala for more than 10 years. However, there are a number of other sponsorship opportunities available with the contest. To learn mores about yield contest sponsorship opportunities contact Jamaca Battin at jamaca@sorghumgrowers.com. Learn more about the contest at SorghumGrowers.com/yield-contest.

Sorghum Events

BOARD MEETINGS

NSP hosts three board meetings annually to discuss relevant business, plan, budget and receive industry updates. Opportunities are available to sponsor these meetings and associated special events. Sponsoring a board meeting provides entities with allotted time on the meeting agenda to present board members and guests with current technology and product updates.



D.C. FLY-IN

NSP is leading legislative and regulatory change through policy and relationships. The most effective way to tell our story to policy makers is face-to-face. Therefore, as allowed, each year our leadership, along with growers and industry leaders, meet with lawmakers to influence farm policy on Capitol Hill. Find out more about sponsorship opportunities for this event.



COMMODITY CLASSIC

Each year, more the 4,000 growers and over 9,000 attendees travel to Commodity Classic for educational events, networking and one of the largest agricultural trade shows. The conference offers NSP the ability to recognize our National Yield Contest winners, offer sorghum-specific programming and leadership meetings. Let us know if you have a sponsorship idea.

Digital Connections



SORGHUM NOTES

Each week, NSP shares with its members relevant, timely information including happenings in Washington, D.C., and industry and market updates. The e-newsletter allows NSP members and others to stay connected and informed. **More than 75 percent of sorghum farmers believe Sorghum Notes provides valuable information.** Alta Seeds™ and UPL® are the Sorghum Notes premier sponsors.



PODCAST

In 2021, NSP launched Sorghum Smart Talk: Policy Edition. We regularly feature guests to discuss hot policy topics and issues facing farmers. Premiere sponsorship opportunities exist as well as series sponsorships. Richardson Seeds is the premier sponsor for our podcast. You can also view advertising information on page 23.



E-BLASTS

Partner with NSP to create a personalized direct email marketing campaign by using our proprietary direct mail lists. Because we are 100 percent focused on the sorghum industry and its stakeholders, our database of sorghum industry contacts is unlike any you will find in the country. This is a limited annual option.



SOCIAL MEDIA

NSP’s active social media footprint is connecting with viewers in an impactful way. Industry Partners benefit through our social media channels through posts welcoming them as a partner to our organization, highlighting their contribution to NSP, as well as sharing Partner content.

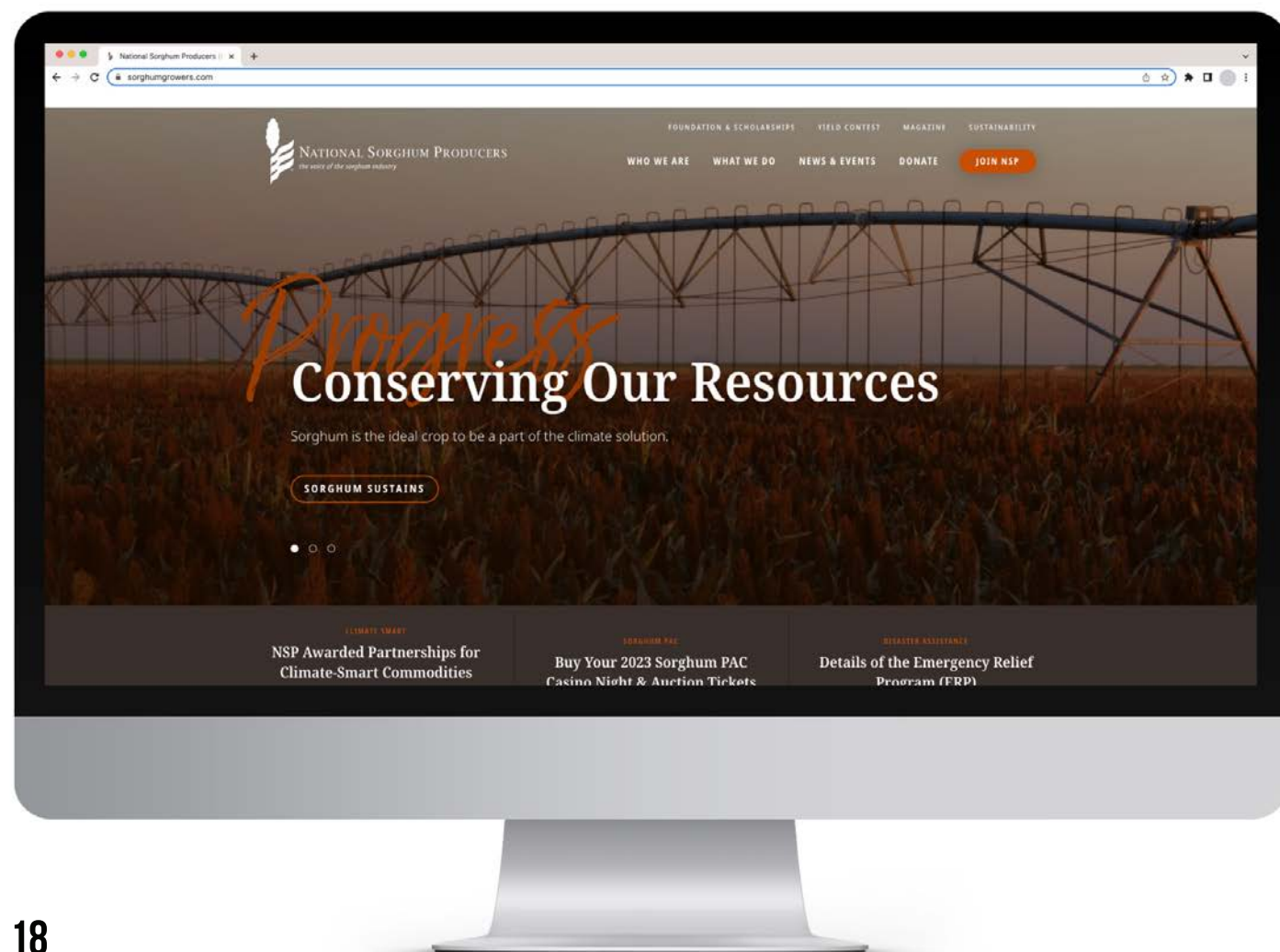


ADVERTISING OPPORTUNITIES



Website

National Sorghum Producers’ online properties provide additional touch points for Industry Partners to connect with growers. Every aspect is a go-to destination for sorghum community members searching for the latest educational resources, news, policy, initiatives and events. **More than 60 percent of sorghum farmers agree NSP’s website provides valuable information in the form of advocacy, impact and grassroots engagement.** The website was also designed with Industry Partners in mind creating new opportunities for digital advertising through the magazine section of our website.



Podcast

In February 2021, NSP launched a new podcast, Sorghum Smart Talk: Policy Edition. The podcast features the latest information on legislative and regulatory matters impacting sorghum producers and the agriculture industry.

PODCAST ADVERTISING

AD SPECIFICATIONS

A 25-35 or 55-65 second MP4 file is required. Host generated script/read options available. Submit the URL of the website you would like your ads to link to in the show notes, ie: <https://yourwebsite.com>.

STANDARD PRICING

\$20 for one 30-second spot

\$35 for one 60-second spot

**Prices subject to change.*

**2023
Premier
SPONSOR**



Sorghum Grower Magazine

Sorghum Grower is National Sorghum Producers’ official publication, delivered to a national audience. This publication offers a place for sorghum farmers by providing timely, relevant and educational information on everything sorghum. Covering crop production techniques, research, legislative action, ethanol, insurance, finance, farm programs and much more, *Sorghum Grower* is the only sorghum-specific publication in the U.S. NSP Industry Partners can take advantage of exclusive advertising rates. **The print version of this publication is preferred by 92 percent of sorghum farmers over other digital options**, and it reaches every U.S. sorghum farmer with at least 150 acres in the U.S. as well as NSP members, industry stakeholders, scientists, political decision makers and elevators. *Be sure to note complimentary ads for our Industry Partners!*

DEPARTMENTS

CEO/CHAIRMAN/EDITOR’S DESK: National Sorghum Producers Board Chairman, CEO and *Sorghum Grower* Editor share what is happening in the industry and how it will affect U.S. sorghum farmers.

CAPITOL HILL: Exclusive legislation and policy information from National Sorghum Producer’s vast resources on Capitol Hill.

NSP UPDATE: Association updates on sorghum industry activities and initiatives.

SERVING UP SORGHUM: Add sorghum to meal-time favorites with easy recipes incorporating sorghum in a variety of ways.

SORGHUM MARKETS: Features markets available to U.S. sorghum farmers.

INDUSTRY PARTNER SPOTLIGHT: The ultimate spotlight for NSP to promote Industry Partners.

SORGONOMICS: Highlights the numbers and economics of growing sorghum and using new technologies.

LAB TO CAB: An in-depth look at what’s happening in research and extension work in the sorghum industry.

SORGHUM ABROAD: Sorghum is taking the worldwide stage in various markets around the world.

SORGHUM SHORTCUTS: Quick information and news pieces readers deserve to know about.

FROM THE FIELD: Grower level insight provided straight from the field for growers by growers.

Sorghum Grower Advertising

Spring
APRIL 2022

Ad Booking: 2.24.2023
Art Deadline: 3.15.2023
Mailbox Date: 4.17.2023

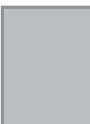





Summer
AUGUST 2022

Ad Booking: 6.23.2023
Art Deadline: 7.14.2023
Mailbox Date: 8.15.2023

Fall
NOVEMBER 2022

Ad Booking: 9.22.2023
Art Deadline: 10.13.2023
Mailbox Date: 11.15.2023

PRINT ADVERTISING

	Full Page 8 1/2" x 10 3/4" \$2,500		1/2 Horizontal 7 1/2" x 4 3/5" \$1,750
	1/3 Vertical 2 5/16" x 9 1/2" \$1,250		1/2 Island 4 15/16" x 7 5/16" \$1,950
	1/4 Page 3 5/8" x 4 3/4" \$900		1/8 Page 3 5/8" x 2 1/4" PARTNER EXCLUSIVE

PRINT AD REQUIREMENTS

- Add 1/8" bleed on full page and double spread ads. Add bleed and "safe zone" visual to stand out
- Publication trim size 8 1/2" (width) x 10 3/4" (height)
- Keep live matter within 1/2" of trim on full page and double spread ads
- Custom ad production available on a limited basis

Premium PREMIUM POSITIONS

- Two Page Spread - \$4,500
- Inside Front/Back Cover - \$2,750
- Center Fold Double Page Spread - \$5,400
- Outside Back Cover - \$2,875

WEBSITE ADVERTISING

Standard STANDARD ROTATIONS

\$250 per month for one year

Advertisements will rotate throughout the online magazine section of our website.

Premium PREMIUM POSITIONS

Magazine Home: \$1,000 per month

Current Issue: \$600 per month

Category Pages: \$400 per month

DIGITAL AD REQUIREMENTS

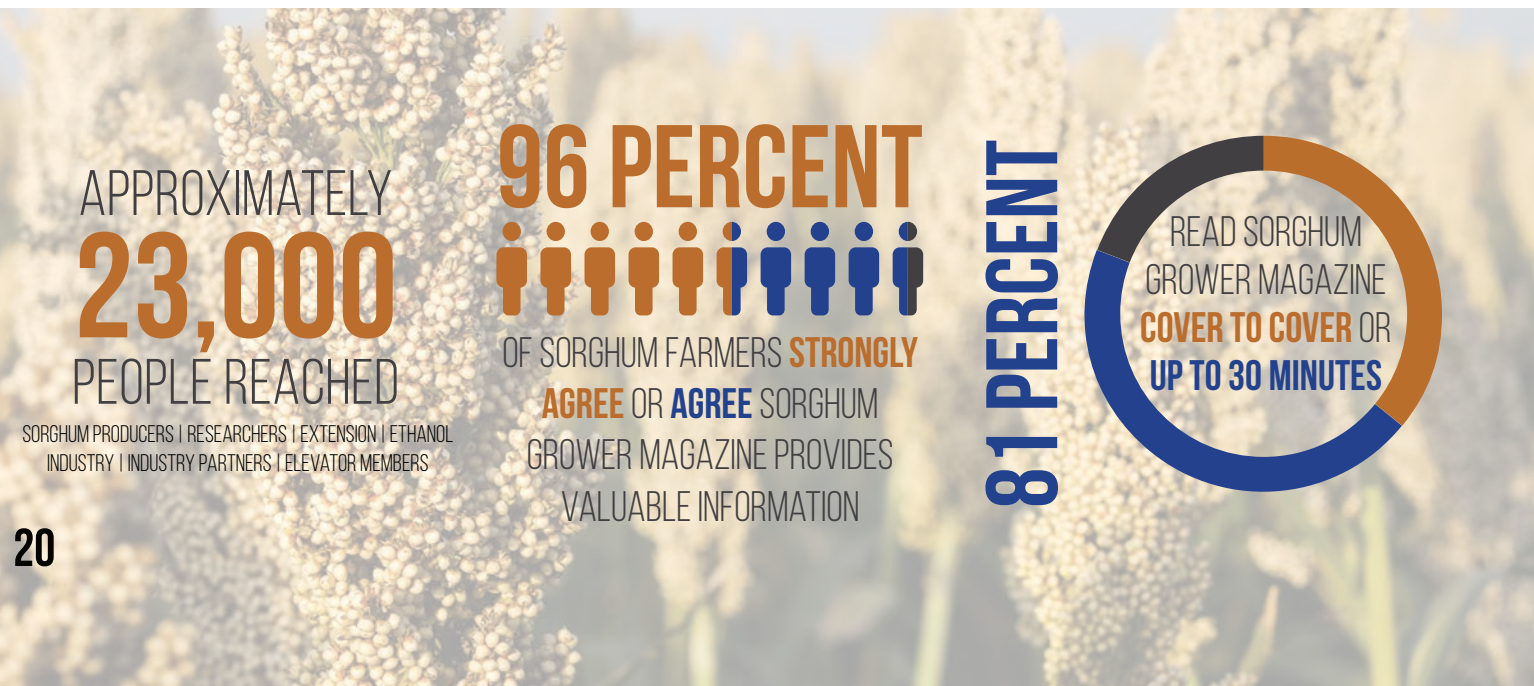
Please submit all sizes for digital ads:

- 1940px (width) x 180px (height)**
- 1940px (width) x 500px (height)**
- 672px (width) x 560px (height)**

JPG, GIF and live-animated external scripts/ embed codes files are accepted.

Images size and color: 72 dpi (max 1 MB file size) and RGB color format.

Submit the URL of the website you would like your ads to link to, ie: <https://yourwebsite.com>.





PARTNERS, TESTIMONIALS & AFFILIATES

Industry Partners



Testimonials

“ NSP Industry Partnership places information about our ShieldAg sorghum harvest aids (ARRO, MiloGuards and Crop Savers) in front of the tight group of consumers with a laser focus on sorghum production. It is one of the few industry partnerships that yields timely results from our typical farmer customers. We appreciate the opportunities we receive as a Partner.

-Mike Bergmeier

PRESIDENT, SHIELD AG EQUIPMENT

“ Western Plains Energy is a proud member of National Sorghum Producers. As an ethanol producer in northwest Kansas, we want to support ag producers and serve as a great customer to sorghum growers in our area. Our strong relationship with NSP allows us to stay engaged with the initiatives and politics that are most important to sorghum producers. Our membership with NSP has definitely added value to our business, and we sincerely appreciate all that they do for the sorghum industry.

-Derek Peine

GENERAL MANAGER, WESTERN PLAINS ENERGY

“ Our partnership with NSP creates significant value for our company. Conestoga is an end user of agricultural products, and NSP’s advocacy on behalf of not only the sorghum industry, but the ethanol industry as well, has proved to be incredibly beneficial for us. NSP has been a vocal champion for ethanol programs like the Section 9005 program and CARB Fix. This partnership provides us with an additional touch point in Washington, D.C., and regular updates on legislative and regulatory programs that could impact our business. The advocacy, networking and connections Conestoga gains from our partnership with NSP far outweighs what we pay. It has been a very good investment.

-Tom Willis

CEO AND PRESIDENT, CONESTOGA ENERGY PARTNERS, LLC



Affiliates

National Sorghum Producers works in unison with state and interest organizations, partnering together to meet the needs of sorghum farmers across the United States. Working together, we take a grassroots approach to the issues we face as an industry and value the support our industry partners provide through those endeavors.

VALUED STATE & INTEREST PARTNER ORGANIZATIONS

Arkansas Corn and Grain Sorghum Board Association	New Mexico Sorghum Association
Colorado Sorghum Producers Association	North Carolina Small Grain Growers Association
Fuels America	Oklahoma Sorghum Commission
Growth Energy	Oklahoma Sorghum Association
Kansas Grain Sorghum Commission	Pheasants Forever
Kansas Grain Sorghum Producers Association	Quail Forever
Kentucky Small Grain Growers Association	Renewable Fuels Association
Louisiana Cotton and Grain Association	Texas Grain Sorghum Association
National Sweet Sorghum Producers & Processors	Texas Grain Sorghum Board
Nebraska Grain Sorghum Association	United Sorghum Checkoff Program
Nebraska Grain Sorghum Board	U.S. Grains Council

NSP COALITIONS

Americans for Farmers and Families	Crop Insurance Coalition
Ag Data Transparency Coalition	Farmers for a Sustainable Future
Ag Energy Coalition	Rail Customer Coalition
Ag Transportation Working Group	Take Action Against Herbicide Resistance
Chlorpyrifos Alliance	Tax Aggie Coalition
Coalition to Promote U.S. Agricultural Exports	Triazene Network
Commodities Research and Opportunities Partnership	

Event Calendar

2023

- INTERNATIONAL PORK PRODUCTION & PROCESSING EXPO | JANUARY 24 - 27
- 2023 NEBRASKA SORGHUM SYMPOSIUM | JANUARY 26
- U.S. GRAINS COUNCIL MEETING | FEBRUARY 13 - 16
- WOMEN MANAGING THE FARM | FEBRUARY 15 - 17
- PHEASANT FEST | FEBRUARY 17 - 19
- AQUACULTURE AMERICA | FEBRUARY 23 - 26
- COMMODITY CLASSIC | MARCH 9 - 11
- SORGHUM PAC CASINO NIGHT & AUCTION | MARCH 10
- GLOBAL SORGHUM PROCESSOR SUMMIT | MARCH 25
- NSP DC FLY-IN | MARCH 27 - 30
- SORGHUM PAC GOLF TOURNAMENT | APRIL 29
- PETFOOD FORUM | MAY 1 - 5
- SORGHUM IN THE 21ST CENTURY GLOBAL SORGHUM CONFERENCE | JUNE 5 - 8
- EXPORT SORGHUM | JUNE 12 - 16
- SCHOOL NUTRITION ASSOCIATION CONFERENCE | JULY 9 - 11
- NSP BOARD OF DIRECTORS MEETING | AUGUST 7 - 8*
- LEADERSHIP SORGHUM CLASS VI SESSION 3 | SEPTEMBER 12 - 14
- FOOD AND NUTRITION CONFERENCE | OCTOBER 8 - 10
- LEADERSHIP SORGHUM CLASS VI SESSION 4 | DECEMBER 5 - 7
- NSP BOARD OF DIRECTORS MEETING | DECEMBER 11 - 12

*TENATIVE DATES

For updated event information visit SorghumGrowers.com or contact Jamaca Battin at jamaca@sorghumgrowers.com or 785-421-8927.





PARTNER LEVEL BENEFITS

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	SECONDRARY	PREMIUM	TIER 1	TIER 2	TIER 3	TIER 4
CONTRIBUTOR \$1,500 PLUS	✓						
PARTNER \$2,500 PLUS	✓			✓			
BRONZE \$5,000 PLUS	✓	✓			✓		
SILVER \$10,000 PLUS	✓	✓				✓	
GOLD \$20,000 PLUS	✓	✓	✓				✓
GOLD+ \$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.			✓
PLATINUM \$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*.



Jamaca Battin

Industry Relations Director

jamaca@sorghumgrowers.com

785-421-9827

SorghumGrowers.com



NATIONAL SORGHUM PRODUCERS
the voice of the sorghum industry