



NATIONAL SORGHUM PRODUCERS

INDUSTRY PARTNER PROGRAM

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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.

WHO WE ARE

WHAT WE STAND FOR

VALUES, ADVANCING THE INDUSTRY

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.

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 and our partners with an ally in Washington, D.C. When Congress is working on a farm bill, appropriations, 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 and 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. Sorghum representatives testified in August 2023 before an Environmental Protection Agency Scientific Advisory Panel (SAP) about the importance of atrazine. The purpose of the three-day virtual meeting was to provide independent scientific feedback on EPA's draft white paper, Examination of the Microcosm/Mesocosm Studies for Evaluating the Effects of Atrazine on Aquatic Plant Communities, submitted to the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) SAP for peer review. NSP also continues to advocate on behalf of glyphosate and is working with the Administration to secure and maintain Section 3 and Section 18 labels.

D.C. ENGAGEMENT

NSP is engaged with leaders in Washington, D.C., advocating on behalf of the sorghum industry and keeping relationships and information flowing between our office and DC decision makers. The farm bill, disaster assistance, regulatory approvals, sound energy policy, appropriations and many other key issues are top priority for sorghum leaders this year.

NSP PARTNERSHIPS FOR CLIMATE-SMART COMMODITIES GRANT PROJECT

National Sorghum Producers' Partnerships for Climate-Smart Commodities pilot project achieved a significant milestone in 2023 by signing the USDA program's first grower contract with Cedar Rush, a fourth-generation family farmer from New Mexico. Rush, who cultivates sorghum, wheat and hay grazer, joined hands with NSP to foster sustainable agricultural practices. The announcement garnered attention from prominent figures in the agricultural community, including U.S. Department of Agriculture Secretary Tom Vilsack, who expressed his support and welcomed Rush aboard to the USDA initiative.

The pilot project has gained momentum with the signing of contracts from 24 growers. This enthusiastic participation highlights the growing interest among farmers in embracing sustainable agricultural techniques. Together, these forward-thinking growers have dedicated a substantial 9,900 acres of land to implementing climate-smart practices, and NSP is actively working with growers to support their commitment to climate-smart agriculture practices.





PROGRAMS AND PARTNERS

MEMBERSHIP PROGRAMS AND INITIATIVES

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.

Sorghum PAC

The purpose of the Sorghum Political Action Committee (PAC) is to promote congressional 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.

SUBSIDIARIES AND AFFILIATES

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.



VALUED STATE AND INTEREST PARTNER ORGANIZATIONS

Arkansas Corn and Grain Sorghum Board Association
 Colorado Sorghum Producers Association
 Fuels America
 Growth Energy
 Kansas Grain Sorghum Commission
 Kansas Grain Sorghum Producers Association
 Kentucky Small Grain Growers Association
 Louisiana Cotton and Grain Association
 National Sweet Sorghum Producers & Processors
 Nebraska Grain Sorghum Association
 Nebraska Grain Sorghum Board

New Mexico Sorghum Association
 North Carolina Small Grain Growers Association
 Oklahoma Sorghum Commission
 Oklahoma Sorghum Association
 Pheasants Forever
 Quail Forever
 Renewable Fuels Association
 Texas Grain Sorghum Association
 Texas Grain Sorghum Board
 United Sorghum Checkoff Program
 U.S. Grains Council

NSP COALITIONS

Americans for Farmers and Families
 Ag Data Transparency Coalition
 Ag Energy Coalition
 Ag Transportation Working Group
 Chlorpyrifos Alliance

Coalition to Promote U.S. Agricultural Exports
 Commodities Research and Opportunities Partnership
 Crop Insurance Coalition
 Farmers for a Sustainable Future

Rail Customer Coalition
 Take Action Against Herbicide Resistance
 Tax Aggie Coalition
 Triazene Network

INDUSTRY PARTNERS



TESTIMONIALS

Our partnership with National Sorghum Producers (NSP) signifies alignment. Both Bayer Crop Science and NSP only succeed when our growers succeed. As both entities strive for this single goal, establishing a strong partnership provides a better chance of success. As we embark on unprecedented challenges such as FTO and reduced natural resources, it is critical as partners, and as an industry, we strive to inform, align when possible, and execute effectively. Our membership with NSP helps us stay up to date with key issues and key opportunities which allow us to become more effective to sorghum growers. We value the legislative and industry support this organization brings and feel our customers benefit from this partnership. We look forward to continuing to work with NSP to bring forth opportunities sorghum can bring not just to our growers but our world as a whole.

Bryan Thomas, Sorghum Product Manager, Bayer Crop Science

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

SPONSORSHIP AND RECOGNITION OPPORTUNITIES

SORGHUM PAC AND YIELD CONTEST

SORGHUM PAC SERIES

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 2024 Sorghum PAC Series. To sponsor or donate to the Sorghum PAC, contact Jamaca Battin.

Premier Sponsorship Sold For 2024:
T&O Farms

Auction Sponsor:
BigIron Auctions



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 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 more about yield contest sponsorship opportunities contact Jamaca Battin at jamaca@sorghumgrowers.com. Learn more about the contest at SorghumGrowers.com/yieldcontest.



SPONSORSHIP AND RECOGNITION OPPORTUNITIES

SPONSOR 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 INS

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 legislative fly-ins.

COMMODITY CLASSIC

Each year, more than 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™ is the Sorghum Notes premier sponsor for 2024.**

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.

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.

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. Premiere sponsorship opportunities exist as well as series sponsorships and advertising. **Richardson Seeds is the premier sponsor for our podcast.**

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](https://yourwebsite.com).

Standard Pricing

- \$20 for one 30-second spot
- \$35 for one 60-second spot
- *Prices subject to change.

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.

STANDARD PLACEMENT ROTATIONS: \$250 PER MONTH FOR ONE YEAR

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

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>.

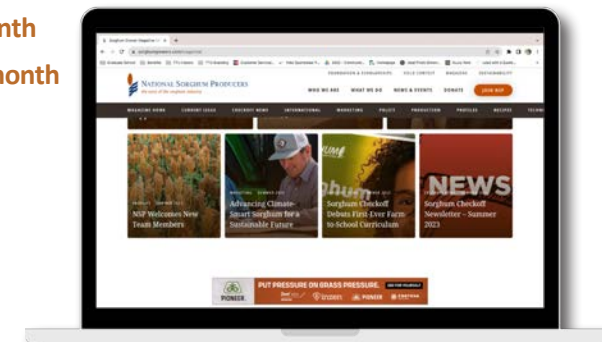
PREMIUM POSITIONS

Magazine Home: \$1,000 per month

Current Issue: \$600 per month

Category Pages: \$400 per month

- Checkoff News
- International
- Marketing
- Policy
- Production
- Profiles
- Recipes
- Technology



ADVERTISING OPPORTUNITIES

SORGHUM GROWER MAGAZINE

Sorghum Grower is National Sorghum Producers’ official publication, delivered to a national audience circulation of approximately 20,000. 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
- CAPITOL HILL
- NSP UPDATE
- SERVING UP SORGHUM
- SORGHUM MARKETS
- INDUSTRY PARTNER SPOTLIGHT
- SORGONOMICS
- LAB TO CAB
- SORGHUM ABROAD
- SORGHUM SHORTCUTS
- FROM THE FIELD



ADVERTISING OPPORTUNITIES

SORGHUM GROWER ADVERTISING

SPRING | April 2024

Ad Booking: 2.26.2024
Art Deadline: 3.15.2024
Mailbox Date: 4.17.2024

SUMMER | August 2024

Ad Booking: 6.24.2024
Art Deadline: 7.12.2024
Mailbox Date: 8.15.2024

FALL | November 2024

Ad Booking: 9.23.2024
Art Deadline: 10.11.2024
Mailbox Date: 11.14.2024

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 POSITIONS

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

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
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.			

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 4)
- 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*)

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*.

2024 EVENT CALENDAR

- Leadership Sorghum Class VI Session 5** - Washington, DC - Jan. 30 - Feb. 1
- Commodity Classic** - Houston, TX - Feb. 27 - March 1
- NSP Board of Directors Meeting** - Houston, TX - Feb. 28
- Sorghum Improvement Conference of North America** - Oklahoma City, OK - April 2-4
- 4th Annual Sorghum PAC Golf Tournament** - Dodge City, KS - April 27
- U.S. Grains Council Board of Delegates Meeting** - Salt Lake City, UT - July 29-31
- NSP Board of Directors Meeting** - TBD - Aug. 8-9
- Export Exchange** - Fort Worth, TX - Oct. 7-9
- NSP Board of Directors Meeting** - Lubbock, TX - Dec. 9-10

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



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 6.8 million acres in 2023, slightly up from the previous year.

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.



NATIONAL SORGHUM PRODUCERS

the voice of the sorghum industry

CONTACT

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