



Friends of the Ohio Pork Industry,

Thank you for supporting Ohio's pig farmers and the activities of the Ohio Pork Council.

Each year, the Ohio Pork Council carries out a variety of programs, activities and events for farmer members, allied industry representatives and friends of the industry. The Ohio Pork Council remains focused on serving farmer members through promotion of their product, providing education to consumers, maintaining grassroots public policy and public advocacy efforts, and protecting their freedom to operate. All of this, and more, is made possible each year through the support of our generous sponsors.

Our 2021 Sponsorship Program includes a variety of opportunities for supporters to be part of our yearly activities and reach our 3,500 farmer members to best fit your investment goals. This year, we are pleased to offer *Annual Sponsorships*, which allow supporters to reach Ohio's pig farmers all year long with one investment. We are also pleased to offer *Individual Sponsorships*, reaching attendees and farmer members through an event or program of your choice.

Following a challenging 2020, the Ohio Pork Council looks forward to reconvening with farmer members and friends of the industry at the annual Ohio Pork Congress, held February 9-10 in Columbus. As our most widely attended event, we hope you'll join us in 2021 to kick-start our program year.

We hope you find the 2021 Sponsorship Program as an opportunity to show your support of one of the top pork producing states in the country – with your support, we can make the activities of the Ohio Pork Council bigger and better in 2021.

Please feel free to contact the Ohio Pork Council at any time for more information. Thank you for your support!

Sincerely,

A handwritten signature in blue ink that reads "Cheryl Day". The signature is fluid and cursive.

Cheryl Day
Executive Vice President

Annual Sponsorship Opportunities

The Ohio Pork Council is excited to offer yearly sponsorship opportunities that allow your business to show support of Ohio's pig farmers and OPC. In addition to the traditional program sponsorship opportunities, there are annual commitments available that include representation at all Ohio Pork activities and events.

The below annual sponsorship opportunities are a one-time ask with yearlong recognition!



Platinum ♦ \$7,500 annual contribution

- ♦ Listed as an annual sponsor at all OPC events
 - ♦ Full-page ad in one edition of choice in the *Ohio Porkline* magazine
 - ♦ Six (6) registrations to Pork Congress
 - ♦ A Reserved table at the Awards Luncheon (8-10 seats)
 - ♦ Pork Chop Golf Outing foursome and hole sponsor
 - ♦ Eight (8) tickets to OPC Special Event dinner
-



Gold ♦ \$5,000 annual contribution

- ♦ Listed as an annual sponsor at all OPC events
 - ♦ ½-page ad in one edition of choice in the *Ohio Porkline* magazine
 - ♦ Four (4) registrations to Pork Congress
 - ♦ Pork Chop Golf Outing foursome and hole sponsor
 - ♦ Four (4) tickets to OPC Special Event dinner
-



Silver ♦ \$3,000 annual contribution

- ♦ Listed as an annual sponsor at all OPC events
 - ♦ ¼-page ad in one edition of choice in the *Ohio Porkline* magazine
 - ♦ Two (2) registrations to Pork Congress
 - ♦ Pork Chop Golf Outing foursome
 - ♦ Two (2) tickets to OPC Special Event dinner
-



Bronze ♦ \$1,000 annual contribution

- ♦ Listed as an annual sponsor at all OPC events
- ♦ Pork Chop Golf Outing foursome

THANK YOU

OHIO PORK COUNCIL

Sponsors

Taste of Elegance

Early Spring, 2021 *(Postponed, date TBD)*

This event features pork appetizers and a selection of original pork entrees showcased by some of Ohio's finest chefs. Ohio farmers are invited to mingle with chefs about how to properly prepare pork and speak with legislators interested in learning more about key issues facing the industry. The date of the event will be determined by the legislative session.

Event sponsor ♦ \$1,000

Each sponsor will receive:

- ♦ Your logo placed on all materials promoting the event
- ♦ Recognition in the *Ohio Porkline* magazine



OPC Special Event

October 2021

A premier chef will prepare a four-course meal, each using pork in some way. Each course will be paired with a different beverage. The chef will be on hand to explain each dish and the pairing. Proceeds will go to Ohio Pork Council's Non-Checkoff activities.

Dinner sponsor ♦ \$1,000

Each dinner sponsor will receive:

- ♦ Your logo placed on all flyers and social media promoting the event
- ♦ Eight (8) tickets to the event
- ♦ Recognition in the *Ohio Porkline* magazine



Ohio Pork Congress

February 9-10, 2021 ♦ Columbus

Each year, Ohio's pork producers look forward to Ohio Pork Congress as an opportunity to network, learn about industry issues, recognize industry leaders, and support OPC's Friends of Pork PAC fund.

Session/Speaker Sponsor ♦ \$2,500

As session/speaker sponsor, you can show Ohio pork producers how much you appreciate them as they all come together. As the session/speaker sponsor, you will receive:

- ♦ Your logo and message on signs posted at the front of the meeting room
- ♦ The opportunity to introduce the presenter/speaker
- ♦ Recognition in the *Ohio Porkline* magazine

Breakfast Sponsor ♦ \$750

On the second morning of Ohio Pork Congress, breakfast sandwiches will be provided to all attendees and exhibitors, along with a selection of morning beverages. As the breakfast meal sponsor, you will receive:

- ♦ Opportunity to greet attendees at the breakfast buffet
- ♦ Recognition with signage displayed at the breakfast area
- ♦ Recognition in the *Ohio Porkline* magazine

Beverage Station Sponsor ♦ \$500

Only one sponsor for this selection, please contact OPC.
Throughout the event, a refreshment bar will be set up. For this sponsorship, you will receive:

- ♦ Recognition with signage displayed at the beverage station area
- ♦ Recognition in the *Ohio Porkline* magazine

Awards Luncheon Sponsor ♦ \$1,500

Each year, OPC recognizes leaders in Ohio's pork industry at Ohio Pork Congress. The Industry Excellence Award, Pork Promoter of the Year Award, Friend of Ohio Pork, OPC Service Award, and Swine Manager of the Year Award are presented annually. As the awards luncheon sponsor, you will receive:

- ♦ Recognition by the luncheon emcee
- ♦ Your logo on the luncheon slide show
- ♦ Your logo on signs in the banquet room
- ♦ Recognition in the *Ohio Porkline* magazine

WiFi Sponsor ♦ \$400

Only one sponsor for this selection, please contact OPC.
You can sponsor Pork Congress attendees' access to WiFi at the venue. For this sponsorship, you will receive:

- ♦ Your logo on the WiFi access flyer that will be given to everyone that attends Pork Congress
- ♦ Display recognition in the meeting rooms at the venue
- ♦ Recognition in the *Ohio Porkline* magazine

Nametag Sponsor ♦ \$400

Only one sponsor for this selection, please contact OPC.
You can sponsor Pork Congress attendees' access to WiFi at the venue. For this sponsorship, you will receive:

- ♦ Your logo on the nametags of each Pork Congress attendee
- ♦ Recognition in the *Ohio Porkline* magazine

Friends of Pork PAC Auction

February 9, 2021 ♦ Columbus

Held during Ohio Pork Congress, OPC's Friends of Pork PAC Auction is an opportunity to enjoy great pork appetizers and raise funds for the PAC, which works on behalf of OPC members to protect our freedom to operate pork businesses in Ohio and transport our products around the world. Donated items for the auction are always appreciated.

Auction sponsor ♦ \$1,500

Each auction sponsor will receive:

- ♦ Recognition with signage displayed at the event
- ♦ Recognition in the *Ohio Porkline* magazine

Pork Chop Golf Outing

June 18, 2021 ♦ Windy Knoll Golf Club

Ohio pork producers and allied industry organizations gather for a day of fellowship and round of golf at one of Ohio's leading courses. Team members include pork producers, state legislators, and allied industry representatives. Lunch and beverages are provided for all players and sponsors.

Team Sponsor ♦ \$450

As a team sponsor, you will:

- ♦ Choose the four (4) players for your team
- ♦ Be listed on the event roster, provided to each player
- ♦ Recognition in the *Ohio Porkline* magazine

Hole Sponsor ♦ \$300

As the hole sponsor, you will receive:

- ♦ A sign at one tee-box displaying your company/organization name and logo
- ♦ The opportunity to be present with a display at the hole that you are sponsoring. If you wish to hand out alcoholic beverages, we can coordinate with the golf course.
- ♦ Be listed on the event roster, provided to each player
- ♦ Recognition in the *Ohio Porkline* magazine

Beverage Cart Sponsor ♦ \$500

Only two sponsors for this selection, please contact OPC.

We will have two (2) beverage carts out in full force for the duration of the tournament. As the beverage cart sponsor you will receive:

- ♦ A sign with your logo on the beverage cart
- ♦ Be listed on the event roster, provided to each player
- ♦ Recognition in the *Ohio Porkline* magazine

Lunch Sponsor ♦ \$500

A pork lunch is provided to all players and guests at the end of play. As a lunch sponsor, you will receive:

- ♦ A sign at the lunch serving station with your company/organization name and logo
- ♦ Be listed on the event roster, provided to each player
- ♦ Recognition in the *Ohio Porkline* magazine

Swag Bag Sponsor ♦ \$300

As a thank you for supporting Ohio's pork industry and OPC, a bag of items is provided to each of the players.

As the swag bag sponsor, you are welcome to supply some company-branded items. As the swag bag sponsor you will receive:

- ♦ Your logo on the bags
- ♦ Be listed on the event roster, provided to each player
- ♦ Recognition in the *Ohio Porkline* magazine

Hole-In-One prize sponsor

As the sponsor of the hole-in-one prize, you will be able to determine what prize is given away. Examples include, but not limited to a power washer, generator, cash, etc. As the hole-in-one prize sponsor, you will receive:

- ♦ A sign with your logo displayed with the prize
- ♦ Recognition at the tee-box
- ♦ Be listed on the event roster, provided to each player
- ♦ Recognition in the *Ohio Porkline* magazine



Ohio Porkline Magazine

The Ohio Pork Council's quarterly *Porkline* magazine is sent to OPC members across the state and includes critical industry information and OPC event updates. Distribution is 2,300+ pieces, including farmers and industry partners.

Advertising Rates per edition (all full color):

- ♦ Full Page.....8.5" x 11"\$880
- ♦ ½ Page7.5" x 5"\$450
- ♦ ¼ Page3.5" x 4.75"\$235

** If you place an order for advertising space in all four editions for the year, you will receive a 10% discount.

Coordinate with Meghann Winters, Communications Director, for submission of advertisement(s).

Submission Deadlines:

Advertisements and payment are due at least one month prior to publish date, as follows:

- ♦ March 8 Spring edition
- ♦ June 7 Summer edition
- ♦ September 6 Fall edition
- ♦ November 29 Winter edition (Pork Congress edition)



Associate Membership ♦ \$100

Support Ohio's pork producers by joining their organization. As an associate member, you will receive:

- ♦ Priority access and a \$50 discount on booth space at Ohio Pork Congress
- ♦ Opportunity to serve on committees and select Association leadership
- ♦ Access to interact with key producers at industry events
- ♦ A free subscription to the *Ohio Porkline* magazine
- ♦ Updates from Ohio Pork Council about industry issues, provided via E-news Member Updates
- ♦ Access to the OPC conference room, located in New Albany, for small meetings (10 person max)



2021 Sponsorship Program



SPONSORSHIP CONTACT INFORMATION

Company Name: _____

POC Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

SPONSORSHIP SELECTIONS

Annual Sponsorships

- ☐ Platinum ♦ \$7,500
- ☐ Gold ♦ \$5,000
- ☐ Silver ♦ \$3,000
- ☐ Bronze ♦ \$1,000

\$ _____

Dinner Events

- ☐ Taste of Elegance ♦ \$1,000
- ☐ OPC Special Event ♦ \$1,000

\$ _____

Pork Congress

- ☐ Session/Speaker sponsor ♦ \$2,500
- ☐ Awards Luncheon sponsor ♦ \$1,500
- ☐ Breakfast sponsor ♦ \$750
- ☐ Beverage Station sponsor ♦ \$500
- ☐ WiFi sponsor ♦ \$400
- ☐ Nametag sponsor ♦ \$400

\$ _____

PAC Auction

- ☐ Auction sponsor ♦ \$1,500

\$ _____

Pork Chop Golf Outing

- ☐ Team sponsor ♦ \$450
- ☐ Hole sponsor ♦ \$300
- ☐ Beverage Cart sponsor ♦ \$500
- ☐ Lunch sponsor ♦ \$500
- ☐ Swag Bag sponsor ♦ \$300
- ☐ Hole in One sponsor
- ☐ Door Prizes

\$ _____

Ohio Porkline Magazine

(must coordinate submissions w/Meghann Winters)

- ☐ Full Page ad ♦ \$880
- ☐ 1/2 Page ad ♦ \$450
- ☐ 1/4 Page ad ♦ \$235
- ☐ Spring edition
- ☐ Summer edition
- ☐ Fall edition
- ☐ Winter edition

\$ _____

Associate Membership

- ☐ Annual membership ♦ \$100

\$ _____

All sponsors, please email your logo in .png or .eps format to mwinters@ohiopork.org and/or pork@ohiopork.org, to be used for publication.

PAYMENT OPTIONS

We wish to sponsor the Ohio Pork Council in the amount of \$ _____.

- ☐ Check is enclosed (make payable to Ohio Pork Council, 9798 Karmar Ct., Suite A, New Albany, OH 43054)
- ☐ Credit Card: **a 3% processing fee will be added to your total**

Name on Card: _____

Card Number: _____

Expiration Date: _____ Security Code: _____ Billing Zip Code: _____

- ☐ I would prefer to be invoiced. Please email invoice to: _____

For questions, please contact Michelle Visintine at 614-882-5887 or pork@ohiopork.org.

Email submissions can be sent to: pork@ohiopork.org.