



Sponsorship Program

The Producer Services Team of the Minnesota Corn Growers Association has enclosed the sponsorship program information and application form. This program is sponsored by the Minnesota Corn Research & Promotion Council.

Please review the information and complete the application to request funding for your organization. If you have questions, please call Sherrie Graves at 952-460-3600 or email sgraves@mncorn.org.

Information for the program:

- Anticipated breakout sponsorship awards.
 - 40% Livestock Organizations requests
 - 40% Other Ag-related businesses-Organizations-Commodity requests
 - 20% Other/Misc. requests

- Categories and funding limits and levels.
 - Up to \$500 (up to 30 requests per year; approximately \$15,000 available)
 - \$500 to \$1000 (up to 10 requests per year; approximately \$10,000 available)
 - \$1,000 to \$2,500 (up to 10 requests per year; approximately \$25,000 available)
 - \$2,500 to \$5,000 (up to 10 requests per year; approximately \$50,000 available)

- The program will have **two submission deadlines**. These are the only times during the year that requests will be considered. If you intend to submit multiple applications, you are encouraged to submit all requests at the same time. Requests may be submitted by mail or email.
 - **November 1st** – (Requests for activities occurring between January and June)
 - **June 1st** – (Requests for activities occurring between July and December)

- Criteria to be used in determining sponsorship award.
 - How does the activity relate to the MCGA mission, goals and priorities?
 - What are measurable benefits associated with the activity (e.g. advertising impressions, tradeshow opportunities, etc.)?
 - What opportunity exists to reach targeted audiences and to build relationships?
 - Is there positive public exposure for MCGA, its members and their communities?
 - Will it lead to cross-promotional initiatives?

- Items **required** in order to qualify for award – Two from list must be fulfilled
 - Recognition – programs, banners, website, social media
 - Advertising – programs, newsletters, magazines, website, social media
 - Tradeshow – exhibit booth included with registration for 2 (if included with request)
 - Website – a link to the MCGA website from the parties requesting funds website

Once your application form has been received in the MCGA office, the request will be reviewed based on the criteria and requirements listed above. MCGA staff will notify your organization of the outcome within one month of the submission deadlines.



Sponsorship Program Application Form

Date Submitted: _____

Name of Organization: _____

Contact: _____ Email: _____

Address: _____ Phone: _____

Please complete form below and provide all information for your sponsorship request

Sponsorship Request: _____

Amount of funding requested: \$ _____

Provide a description and history of event/program:

What is the relationship of this activity to MCGA's mission "Identify and promote opportunities for corn growers while enhancing quality of life"? **(Check all that apply)**

_____ Ag Leadership

_____ Ethanol/Biofuels

_____ Local Community

_____ Corn

_____ Food

_____ Water Resources

_____ Education

_____ Livestock

_____ Environmental Stewardship

Provide the following items along with your sponsorship request.

(If these items are not provided, your request could be delayed or not considered for review.)

- List of sponsorship benefits
- List of sponsorship levels & costs (i.e. presenting, exclusive, major, etc.)
- Deadline for a sponsorship decision
- Existing sponsors/partners of the event or program
- Audience demographics for this event or program
- Tradeshow information (if applicable)

Please submit the completed application form by mail or email and by the appropriate deadline dates to:

Sherrie Graves
738 1st Avenue East
Shakopee, MN 55379
sgraves@mincorn.org