

**KANSAS SOYBEAN ASSOCIATION  
2010-2011 CORPORATE PROGRAMS**

The Kansas Soybean Association (KSA) invites you to participate in its 2009-2010 Corporate Programs. Participation in one of the various program options of KSA provides an excellent opportunity to position your company or organization to the leading Kansas soybean producers. Our programs provide several levels of marketing opportunities, visibility and recognition. Our program is structured to provide your company visibility and recognition through both a comprehensive annual recognition program and individual project/event participation or through other venues you may suggest. Participation in sponsor levels are determined by cash donations or product or in-kind donations.

**KSA CORPORATE SPONSOR RECOGNITION PROGRAM**

All KSA sponsors will be recognized through participation in the overall corporate recognition program or as part of specific programs. As part of the Corporate Recognition Program, corporate sponsors will be recognized for their investment and support according to the following schedule:

**KSA "Benefactor Sponsor" \_\_\_\_\_ \$3,500**

- Largest ad in each publication of *Straight Rows*.
- Credited as sponsor of one specific issue and your company may provide a guest column on industry issues.
- Recognized as a major sponsor at the Kansas Soybean Expo and all other major events. Sponsors may provide a banner for display at each event. A logo will be included in all appropriate recognition material.
- Eight complementary tickets to the Kansas Soybean Expo. Allowed to provide a logoed item for the Expo participant bag.
- KSA will do an annual mailing to KSA members in which the Benefactor may include one piece of company marketing and/or advertising materials (company to provide). This may be mailed with one of the issues of our newsletter.
- Direct link to the company website from the KSA website.

**KSA "Presidential Sponsor" \_\_\_\_\_ \$2,250-\$3,499**

- Medium ad in each publication of *Straight Rows*.
- Credited as sponsor of one specific issue and your company may provide a guest column on industry issues.
- Recognized as a major sponsor at the Kansas Soybean Expo and all other major events. Sponsors may provide a banner for display at each event. A logo will be included in all appropriate recognition material.
- Six complementary tickets to the Kansas Soybean Expo. Allowed to provide a logoed item for the Expo participant bag.
- Direct link to the company website from the KSA website.

KSA "Executive Sponsor" \_\_\_\_\_ \$1,100-\$2,249

- Small ad in each publication of *Straight Rows*.
- Recognized as a major sponsor at the Kansas Soybean Expo and all other major events. Sponsors may provide a banner for display at each event. A logo will be included in all appropriate recognition material.
- Four complementary tickets to the Kansas Soybean Expo. Allowed to provide a logoed item for the Expo participant bag.
- Direct link to the company website from the KSA website.

KSA "Sustaining Sponsor" \_\_\_\_\_ \$ 550-\$1,099

- Logo recognition in each publication of *Straight Rows*.
- Recognized as a sponsor at the Kansas Soybean Expo.
- Two complementary tickets to the Kansas Soybean Expo. Allowed to provide a logoed item for the Expo participant bag.

### ***EVENT/PROJECT PARTICIPATION OPPORTUNITIES***

Participation in a project/program qualifies a company for the program recognition benefits listed below.

#### ***KSA LEADERSHIP DEVELOPMENT PROGRAM***

An opportunity to participate as a co-sponsor in the KSA Leadership development program designed to assist tomorrow's agricultural leaders in acquiring the skills and information they need to be effective.

KSA Board Member Leadership Event Travel \$1,000 \_\_\_\_\_

#### ***ASA COMMODITY CLASSIC, Tampa, FL (March 2011)***

KSA Delegate Travel Sponsorship \$1,000 \_\_\_\_\_

Delegate Caucus/Refreshment Break \$ 750 \_\_\_\_\_

#### ***KSA BOARD FUNCTION***

A unique opportunity to meet and work with the leadership of the KSA leadership and directors through the sponsorship of a pre-meeting reception, or a meal function during one of the regular KSA Board meetings. Sponsors will have the opportunity for a welcome presentation and to have representatives at the event.

Event Sponsorship: \$1,500 \_\_\_\_\_

#### ***KSA MEMBERSHIP PROGRAM***

Through participation as a sponsor of the KSA membership program, your company can position itself as a leader in the development of a strong KSA. This can include recruiter incentives, membership mailings, program materials and membership meetings.

» Member renewal notice with inserts (\$1,500) \_\_\_\_\_

» Prospective member mailing inserts (\$1,000) \_\_\_\_\_

» Membership Recruiter Training Meeting (\$1,500) \_\_\_\_\_

» Recruiter Phone-a-thons (\$500) \_\_\_\_\_

» Recruiter Incentives (In-kind or Other) \_\_\_\_\_

» Membership Benefit Incentives \_\_\_\_\_

» Membership Mailings (\$700) \_\_\_\_\_

**KSA "STRAIGHT ROWS" NEWSLETTER**

Statewide newsletter sent to Kansas Soybean Association's members published four times per year reaching Kansas' most progressive soybean producers. Sponsors of an issue receive a business card sized color advertisement in that issue and a one column industry views article. (Note: Other corporate sponsor's recognition advertisements may also be placed within the same issue.)

Per issue color advertising rates:

» Single Issue Sponsorship	\$1,000	_____
» Single one-quarter page ad	\$ 500	_____
» Single One-eighth page ad	\$ 350	_____

**KSA OTHER OPPORTUNITIES**

Please feel free to suggest any ideas you might have, including programs you are using with other leading farm organizations, in other direct contact programs with producers, or advertising campaigns.

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Support of any KSA program in capital investment or as in-kind program support qualifies companies for the recognition program listed above.

For more information contact:

Kenlon Johannes, CEO  
Kansas Soybean Association  
1000 SW Red Oaks Place  
Topeka, KS 66615-1241  
Phone: 800-328-7390  
FAX: 785-271-1302  
Email: [johannes@kansassoybeans.org](mailto:johannes@kansassoybeans.org)  
Website: <http://www.kansassoybeans.org>

03-10-2010

On the tax-deductibility of dues or contributions, please be advised that contributions, gifts, dues payments, or sponsorships to Kansas Soybean Association are not tax deductible as charitable contributions but may be deductible as a business expense. Consult with your tax advisor if you have questions.

*2010-11 CORPORATE SPONSORSHIP  
PARTICIPATION SUMMARY & FORM*

The Kansas Soybean Association provides several excellent and exciting opportunities to position your company's message to the Kansas soybean producer in affiliation with the KSA. We are also flexible to provide a venue to reach our members through a program or project you may suggest.

Please mark the event and/or sponsorship level you wish to participate in and complete the information listed and return to the address below. Thank you for your support of the programs of KSA.

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Signature: \_\_\_\_\_

*PLEASE RETURN COMPLETED FORM TO:*

Kenlon Johannes, CEO  
Kansas Soybean Association  
1000 SW Red Oaks Place  
Topeka, KS 66615-1241  
PHONE: 800-328-7390  
FAX: 785-271-1302

KSA Corporate Relations Committee:  
Bill Niemann, Nortonville  
Bob Haselwood, Berryton  
Jerry Murphy, Emporia  
Gary Kilgore, Chanute  
Gary Robbins, Emmett  
John Peterson, Haddam  
Nicole Small, Neodesha