

2025 Annual Meeting

Sponsorship Opportunities



www.mascd.net

missy.cannonhelgason@resourcesmartllc.com

About the Meeting

The Maryland Association of Soil Conservation Districts Annual Meeting will be held August 4-6, 2025 at Rocky Gap Resort, Maryland.

Our goal for the meeting is to build and strengthen networks between conservation districts, state and federal agencies, farmers, private industry, nonprofit organizations, and research institutions from throughout the state.

Connections are vital for the success of our conservation partnerships. The MASCD Annual Meeting provides a forum for partners to highlight research findings, innovative programs and projects, and strategies for success of our respective organizations.

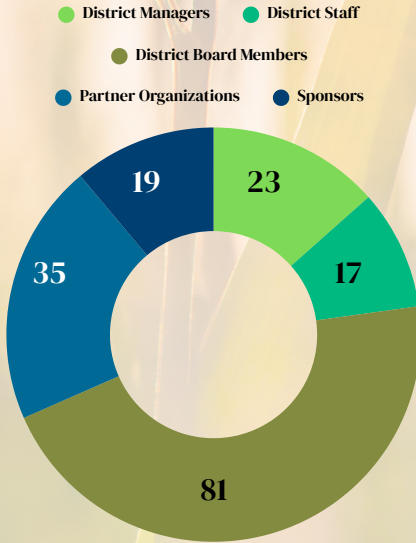
The MASCD Annual Meeting is a great opportunity for sponsors and exhibitors who are doing innovative conservation work to network with our partners. Through exhibits, networking time, and focused advertising there are opportunities throughout the conference to highlight your work.

MASCD's Mission is to promote practical and effective soil, water, and related natural resources programs to all citizens through individual conservation districts on a voluntary basis through leadership, education, cooperation and local direction.

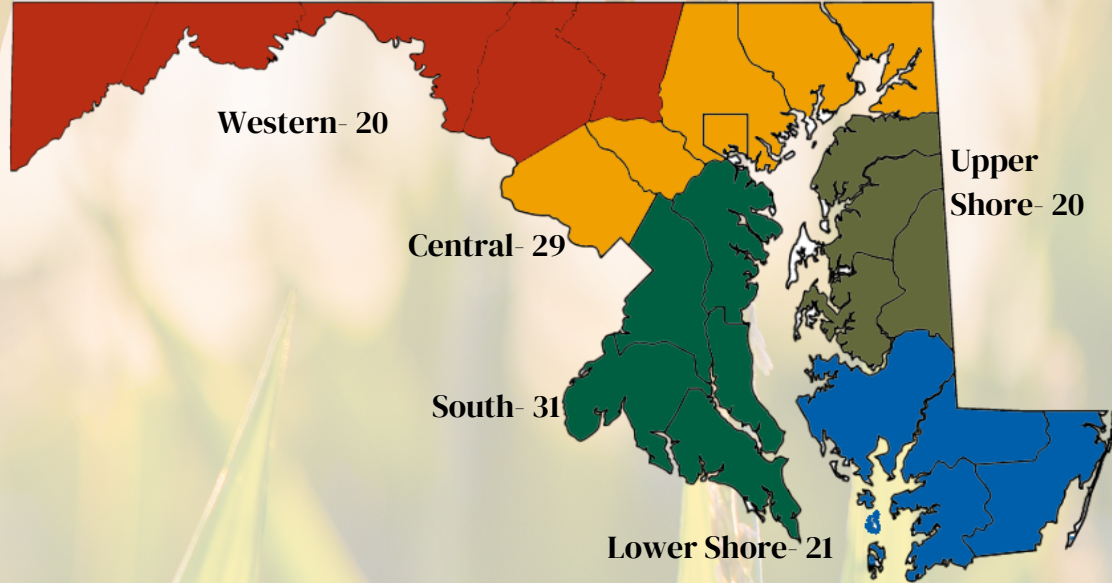


Meeting Details

2024 MASCD Annual Meeting Attendance Breakdown



Attendees by Region



MASCD Partner Organizations

- USDA- NRCS
- Maryland Department of Agriculture
- USDA Farm Service Agency
- University of Maryland Extension
- Western Maryland RC & D
- Southern Maryland RC & D

District Boards & Staff Involved in Farming or Have a Farm Affiliation

84%

Rocky Gap Resort & Casino

- 216 Rooms
- 200 Reserved for MASCD & State and Federal Partners
- Dedicated Event Space Reserved for MASCD

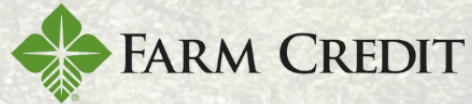


Thank You 2024 Sponsors!

Title



Platinum



Gold



Silver

- Worcester SCD
- Wicomico SCD
- Cecil SCD
- The Land Group

Bronze

- Baltimore County SCD

Sponsorship Levels

All sponsors receive recognition on MASCD's website, on meeting materials, and verbal recognition throughout the event. Our goal is to create a sponsorship package that suits the needs of your company or organization.

Title- \$5,000+

- Logos displayed on welcome banner at registration table and rotating slideshow in main space
- Ten-minute speaking opportunity during opening session OR Title sponsor exhibit in registration area (only one available)
- Attendee swag handed out at registration (limit one item, estimated quantity 250)
- Facebook promotion (3)
- 4 Complimentary conference registrations
- Full page advertisement in Conference Program
- Opportunity to coordinate/promote a field day or webinar with MASCD for our membership and/or district staff (field day costs additional)
- 1/4 page ad or article in 4 editions of the quarterly Partnership Press (circulation~500 farmers and conservation partners)
- Share an electronic message about your services or an upcoming event with our membership (~150 farmers and conservation partners)

Platinum- \$2,500

- Logos displayed on welcome banner at registration table and rotating slideshow in main space
- Attendee swag handed out at registration (limit one item, estimated quantity 250)
- Facebook promotion (2)
- Tabletop exhibit (unmanned)
- 2 Complimentary conference registrations
- Half page advertisement in Conference Program
- Opportunity to coordinate/promote a field day or webinar with MASCD for our membership and/or district staff (field day costs additional)
- 1/4 page ad or article in 1 issue of the quarterly Partnership Press (circulation~500 farmers and conservation partners)

Gold- \$1,000

- Logos displayed on welcome banner at registration table and rotating slideshow in main space
- Facebook promotion (limit of one; content provided by sponsor with MASCD approval)
- 1 Complimentary conference registration
- Recognition in program as a breakfast sponsor (logo next to meal on the program)
- Coordinate/promote a field day or webinar with MASCD for our membership and/or district staff (field day costs not included)
- 1/4 page ad or article in 1 issue of the quarterly Partnership Press (circulation~500 farmers and conservation partners)

Silver- \$500

- Coordinate/promote a webinar with MASCD for our membership and/or district staff (costs not included)
- Name listed in group post on facebook
- 1/4 page ad or article in 1 issue of the quarterly Partnership Press (circulation~500 farmers and conservation partners)

Bronze- \$250

- Name listed in a group post on Facebook
- Name listed in fall issue of the quarterly Partnership Press (circulation~500 farmers and conservation partners)

Sponsorship Levels

All sponsors receive recognition on MASCD's website, on meeting materials, and verbal recognition throughout the event. Our goal is to create a sponsorship package that suits the needs of your company or organization.

Sponsorship Benefits*	Title	Platinum	Gold	Silver	Bronze
	\$ 5,000+	\$ 2,500	\$ 1,000	\$ 500	\$ 250
Ten-minute speaking opportunity during opening session OR Title sponsor exhibit in registration area (only one available)	X				
Coordinate/promote a field day or webinar	X	X			
Tabletop exhibit (unmanned)	X	X			
Share an electronic message with membership	X	X	X		
Ad or article in our quarterly Partnership Press newsletter	4	2	1		
Complimentary Registrations	4	2	1		
Social Media Promotion	3 posts	2 posts	1 post	Group post	Group post
Advertisement in Annual Meeting Program (Ad in printed and/or digital program)	Full Page ad	Half Page ad			
Benefits for All Levels of Sponsorship					
Recognition on MASCD's website, in Annual Meeting Program, at Meeting Check-In Desk	Logo	Logo	Logo	Name	Name
Verbal recognition throughout the event	X	X	X	X	X

Questions? Contact missy.cannonhelgason@resourcesmartllc.com

A La Carte Sponsorship

Increase your exposure through additional sponsorship opportunities! If you would prefer to sponsor an item or event you can choose from the list below. Benefits are tied to the amount given. Thank you for helping make our annual meeting a successful event for attendees!

Sponsored Item	Amount Available	Amount to Sponsor
Table Sponsor at the banquet with signage	10	\$1000
By sponsoring a table you can get a more personal experience with our attendees by sitting down for dinner at a 10 top table. Dinner, auction, and banquet usually lasts around 3-4 hours. This is also a great option for districts or organizations that would all like to sit together at a table and have it reserved so they don't have to find seating. Extra Sponsor Recognition: Tables will have a centerpiece that recognizes the table sponsor.		
Keynote Sponsor	1	\$2500
Great speakers can take a meeting to another level. MASCD does not pay for speakers so we need to find a sponsorship to cover this cost in order to have someone interesting. Extra sponsor recognition: announced when introducing speaker, logo in program on keynote speaker about page.		
Audio/Visual Sponsor	2	\$2500
Everyone likes to be able to see & hear what's going on. We will be in a large room so having good A/V will be integral to a good meeting. Extra Sponsor Recognition: Logo will be displayed on screen when not in use for presentations as well as in the program.		
Coffee Break Sponsor	2	\$1000
The juice of the Gods keeps us going! Keep everyone awake and raring to go by sponsoring a coffee station for the whole day. A sponsorship would cover a coffee station with regular coffee, decaf coffee, and hot tea. Extra Sponsor Recognition: Name and Logo will be displayed at the coffee station and in the agenda.		
Tuesday Afternoon Snack Break Sponsor	1	\$1500
Tuesday is a long day packed full of meetings; What better way to break up the day than an afternoon snack? Extra Sponsor Recognition: Name and Logo will be displayed at the break area and in the agenda.		
Tuesday Evening Networking Reception Sponsor	1	\$2000
Help everyone loosen up and mingle by sponsoring the pre-banquet networking session. Extra Sponsor Recognition: Name and Logo will be displayed at the networking area and in the agenda.		
Tabletop Exhibit (Unmanned)	8	\$500
We'll turn your advertisement (or other image of your choice) into a 16"x20" tabletop display. Send us your promotional materials ahead of time, and we'll set up your display for you! Extra Sponsor Recognition: Name & logo will be displayed in the break/networking areas with your promotional materials or giveaways.		

Questions? Contact missy.cannonhelgason@resourcesmartllc.com

How To Sponsor

We appreciate your desire to become a sponsor of our 2025 MASCD Annual Meeting. For ease of organization and conservation of paper we ask that you kindly sign up using by emailing missy.cannonhelgason@resourcesmartllc.com

Please include:

- Business Name
- Sponsorship Amount/Level OR A La Carte Sponsorship Item (If Applicable)
- Contact Name
- Contact Email
- Would you like to send a check or pay via credit card?

*We will follow up with you to identify the recognition opportunities and content for social media posts that best fit the needs of your organization.

Logo: please submit print quality .JPEG or .PNG files

We accept new sponsorships at any time. However, to be included in all promotional efforts leading up to the event sponsors are encouraged to sign up by June 1, 2024.

Submit form and logo to:

missy.cannonhelgason@resourcesmartllc.com

Make checks payable to:

MASCD

Mail to:

Marguerite Guare
MASCD
573 Quaker Ridge Ct.
Arnold, MD 21012

Credit card: a 3% processing fee will be added.

For more information call Missy Cannon Helgason (410) 310-3042

Questions? Contact

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