



# 2023 ANNUAL COMMITMENT APPLICATION AND CONTRACT

## 1 COMPANY INFORMATION

Company Name (as it should appear on all print and digital pieces) \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

### Contact Information

Send this form and payment to:

**Iowa Turfgrass Institute**  
1605 N Ankeny Blvd, Ste 210  
Ankeny, IA 50023-4163

### Direct questions to:

Phone: 515.635.0306  
Email: jeffl@iowaturfgrass.org

## 2 ITI SUPPORT LEVELS

Choose any combination of the following opportunities below that you would like to purchase. **Opportunities are available on a first-come, first-served basis.** Information about each opportunity can be found on the included description page. The total monetary value of your selections will determine your support/sponsor level into the following categories:

<b>Platinum Sponsor</b> \$8000 +	<b>Gold Sponsor</b> \$6000 - \$7,999	<b>Silver Sponsor</b> \$4000 - \$5,999	<b>Bronze Sponsor</b> \$2,000 - \$3,999
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### HOLIDAY INN DES MOINES - AIRPORT ITI CONFERENCE Feb. 14-16th

- Exhibit Booth Space (Electricity Included)**
  - 1 Booth** \$795 (\$875 after 1/6/23)
  - 2 Booths** \$1,400 (\$1,480 after 1/6/23)
  - 3 Booths** \$2000 (\$2,075 after 1/6/23)
  - 4 Booths** \$2,650 (2,950 after 1/6/23)
- \*4 Booth Maximum\*
  - Drink Tickets** 50 for \$500  
Tradeshow Bar & All Industry Reception
- Keynote Speaker Sponsor** \$3000 (Exclusive)
- Registration Desk Sponsor** \$500 (Exclusive)
- Hotel Key Card Sponsor** \$2,000 (Exclusive)
- Attendee Badge Sponsor** \$1000 (Exclusive)
- Attendee Lanyard Sponsor** \$450 + Expenses (Exclusive)
- Attendee Pen Sponsor** \$900 (Exclusive)
- Coffee Sleeve Sponsor** \$750 (Exclusive)
- Education Session Sponsor** \$400 (8 Available)
- Raffle Prize Sponsor** \$400
- Tradeshow Lunch Sponsor**
  - Wednesday Sponsor** \$750
- Thursday Tradeshow Donut Sponsor** \$500
- Tradeshow Cocktail Hour Sponsor**
  - Keg Sponsor** \$650 (2 Available)
  - Snack Sponsor** \$300
- All Industry Reception**
  - Title Sponsor** \$2500 (Exclusive)
  - Contributing Sponsor** \$500
- Pesticide Training Sponsor** \$750 (Exclusive)

### BROOKS GOLF CLUB, OKOBOJI EXTENSION FUNDRAISER JUNE 7th

- Team** \$300
- Title Sponsor** \$1,000 (Exclusive)
- Meal Sponsor** \$500
- Beverage Sponsor** \$750 (Exclusive)
- Contributing Sponsor** \$200
- Prize Sponsor** \$100 (12 Available)

### GRINNELL COLLEGE GOLF COURSE FIELD DAY CLASSIC JULY 26th

- Team** \$300
- Title Sponsor** \$1,000 (Exclusive)
- Meal Sponsor** \$500
- Beverage Sponsor** \$500 (Exclusive)
- Contributing Sponsor** \$200
- Prize Sponsor** \$100 (12 Available)

### IOWA STATE HORTICULTURE RESEARCH STATION ITI FIELD & DEMO DAY Sept. 13th

- Exhibit Booth Space** \$100
- Title Sponsor** \$1,500 (Exclusive)
- Weed Walk Sponsor** \$350 (Exclusive)
- Contributing Sponsor** \$200
- Meal Sponsor** \$400

### THUNDER HILLS COUNTRY CLUB, PEOSTA ITI BENEFIT TOURNAMENT SEPT 25th

- Team** \$600
- Title Sponsor** \$1,500 (Exclusive)
- Lunch Sponsor** \$750
- Hors d'oeuvres Sponsor** \$750 (Exclusive)
- Beverage Sponsor** \$750 (Exclusive)
- Contributing Sponsor** \$200
- Prize Sponsor** \$100 (12 Available)

## 3 PAYMENT INFORMATION

**Total Due** \$ \_\_\_\_\_  
(Payment plans available if necessary)

Check/Check Number \_\_\_\_\_  
(Payable to Iowa Turfgrass Institute)

Credit Card  
Do not provide credit card information on this contract. Upon receipt of this contract, ITI will email an invoice with credit card processing information.

## 4 SIGNATURE AGREEMENT

Upon signing of this application and contract, I hereby agree to the rules and regulations outlined by the Iowa Turfgrass Institute.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## 2023 ITI OPPORTUNITY DESCRIPTIONS

### IOWA TURFGRASS CONFERENCE OPPORTUNITIES

1	<b>Keynote Speaker Sponsor</b>	Have your logo displayed before Keynote Speaker presentation on the screen for all attendees to see.	\$3,000
1	<b>Registration Desk Sponsor</b>	Your logo displayed on signage at the registration desk near the main entrance of the conference and tradeshow.	\$500
1	<b>Hotel Key Card Sponsor</b>	Be the brand every attendee sees as they enter their room at the host hotel.	\$2,000
1	<b>Attendee Badge Sponsor</b>	Your company logo included on all attendee name badges.	\$1000
1	<b>Attendee Lanyard Sponsor</b>	Have your logo worn by every attendee by sponsoring the conference lanyard. Sponsor is responsible for supplying lanyards.	\$450 + Expenses
1	<b>Attendee Pen Sponsor</b>	Be on the minds of everyone as they jot down notes during education sessions.	\$900
1	<b>Coffee Sleeve Sponsor</b>	Put your logo in the hands of attendees as they sip their favorite beverage.	\$750
8	<b>Education Session Sponsor</b>	Be the brand attendees see and hear inside the classroom throughout the duration of their daily education experience.	\$400
	<b>Trade Show Raffle Prize Sponsor</b>	Recognition by sponsoring raffle prizes for attendees during the tradeshow.	\$400
	<b>Trade Show Lunch Sponsor - Wednesday</b>	Sponsor one of three bar stations located throughout the tradeshow.	\$750
	<b>Trade Show Donut Sponsor - Thursday</b>	Sponsor the donut buffet at the tradeshow on Thursday morning.	\$500
2	<b>Tradeshow Cocktail Hour Keg Sponsor</b>	Sponsor a keg during the cocktail hour at the Wednesday tradeshow.	\$650
	<b>Tradeshow Cocktail Hour Snack Sponsor</b>	Sponsor the snack bar during the cocktail hour in the Wednesday tradeshow.	\$300
1	<b>All Industry Reception Title Sponsor</b>	Premium recognition before, during, and after the reception.	\$2,500
	<b>All Industry Reception Contributing Sponsor</b>	General supporter receiving company logo on signage at the Wednesday evening.	\$500
1	<b>Pesticide Training Sponsor</b>	Visual and verbal recognition during the largest education session featuring continuing education credits for pesticide applicators.	\$750
50	<b>Drink Tickets</b>	Drink tickets available at tradeshow and during the All Industry Reception.	\$500

*See reverse side for additional opportunities*

## 2023 ITI OPPORTUNITY DESCRIPTIONS

### EXTENSION FUNDRAISER OPPORTUNITIES

1	<b>Title Sponsor</b>	Includes one team, logo'd golf flags, and premium recognition before, during, and after the event.	\$1,000
	<b>Meal Sponsor</b>	Sponsor the meal for the golf event.	\$500
1	<b>Beverage Sponsor</b>	Sponsor a beverage for all attendees and get special recognition.	\$750
	<b>Contributing Sponsor</b>	General supporter of the event receiving company logo on signage.	\$200
12	<b>Prize Sponsor</b>	Sponsor prizes such as longest drive, closet to the pin, etc.	\$100

### FIELD DAY CLASSIC OPPORTUNITIES

1	<b>Title Sponsor</b>	Includes one team, logo'd golf flags, and premium recognition before, during, and after the event.	\$1,000
	<b>Meal Sponsor</b>	Sponsor the meal for the golf event.	\$500
1	<b>Beverage Sponsor</b>	Sponsor a beverage for all attendees and get special recognition.	\$500
	<b>Contributing Sponsor</b>	General supporter of the event receiving company logo on signage.	\$200
12	<b>Prize Sponsor</b>	Sponsor prizes such as longest drive, closet to the pin, etc.	\$100

### IOWA TURFGRASS FIELD & DEMO DAY OPPORTUNITIES

	<b>Exhibit Booth Space</b>	Opportunity to exhibit at our annual event at ISU's Horticulture Research Farm.	\$100
1	<b>Title Sponsor</b>	Premium recognition before, during, and after the event. Opportunity to present to all attendees during the event for 30 minutes.	\$1,500
1	<b>Weed Walk Sponsor</b>	Sponsor the most popular and attended education session.	\$350
	<b>Contributing Sponsor</b>	General supporter of the event receiving company logo on signage.	\$200
	<b>Meal Sponsor</b>	Sponsor the meals for the event.	\$400

### ITI BENEFIT TOURNAMENT OPPORTUNITIES

1	<b>Title Sponsor</b>	Includes one team, logo'd golf flags, and premium recognition before, during, and after the event.	\$1,500
	<b>Lunch Sponsor</b>	Sponsor the lunch prior to the golf event.	\$750
1	<b>Hors d'oeuvres Sponsor</b>	Sponsor the dinner reception following the golf event.	\$750
1	<b>Beverage Sponsor</b>	Sponsor a beverage for all attendees and get special recognition.	\$750
	<b>Contributing Sponsor</b>	General supporter of the event receiving company logo on signage.	\$200
12	<b>Prize Sponsor</b>	Sponsor prizes such as longest drive, closet to the pin, etc.	\$100