



# 2022 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

**Givesmart Sign Up**  
<https://IowaTurf2022.givesmart.com>

**Direct questions to:**  
Phone: 515.635.0306  
Email: [iaturfgrass@gmail.com](mailto:iaturfgrass@gmail.com)

## 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, or online at <https://IowaTurf2022.givesmart.com>. The total monetary value of your selections will determine your support/sponsor level into the following categories:

<b>Platinum Sponsor</b> \$7,500 +	<b>Gold Sponsor</b> \$5,500 - \$7,499	<b>Silver Sponsor</b> \$3,500 - \$5,499	<b>Bronze Sponsor</b> \$2,000 - \$3,499
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### HOLIDAY INN DES MOINES - AIRPORT ITI CONFERENCE Feb. 22nd-24th

- Exhibit Booth Space (Electricity Included)**
  - 1 Booth** \$745 (\$825 after 1/15/22)
  - 2 Booths** \$1,300 (\$1,380 after 1/15/22)
  - 3 Booths** \$1,850 (\$1,925 after 1/15/22)
  - 4 Booths** \$2,450 (2,750 after 1/15/22)
- \*4 Booth Maximum\*
- Registration Desk Sponsor** \$350 (Exclusive)
- Hotel Key Card Sponsor** \$1,000 (Exclusive)
- Attendee Badge Sponsor** \$400 (Exclusive)
- Attendee Lanyard Sponsor** \$250 + Expenses
- Attendee Pen Sponsor** \$900 (Exclusive)
- Breakfast Sponsor** \$600 (2 Available)
- Coffee Sleeve Sponsor** \$750 (Exclusive)
- Education Session Sponsor** \$500 (8 Available)
- Education Break Sponsor** \$250 (9 Available)
- Raffle Prize Sponsor** \$400 (Unlimited)
- Trade Show Lunch Sponsor**
  - Wednesday Sponsor** \$1,000 (3 Available)
  - Thursday Sponsor** \$1,000 (3 Available)
- Cocktail Hour Sponsor**
  - Cash Bar / Keg Sponsor** \$600 (2 Available)
  - Snack Sponsor** \$300 (5 Available)
- All Industry Reception**
  - Title Sponsor** \$2,500 (Exclusive)
  - Station Sponsor** \$1,000 (6 Available)
  - Dessert Sponsor** \$500 (3 Available)
  - Contributing Sponsor** \$250
  - Cash Bar / Keg Sponsor** \$600 (2 Available)
- Pesticide Training Sponsor** \$750 (Exclusive)
- Booth Turf I.D. Contest** \$250 (15 Available)

### JESUP GOLF AND COUNTRY CLUB EXTENSION FUNDRAISER June 8th

- Team** \$200
- Title Sponsor** \$1,000 (Exclusive)
- Lunch Sponsor** \$750 (Exclusive)
- Beverage Sponsor** \$500 (Exclusive)
- Contributing Sponsor** \$200
- Pin Prize Sponsor** \$50 (6 Available)
- Dinner Sponsor** \$750 (Exclusive)

### URBANDALE GOLF AND COUNTRY CLUB FIELD DAY CLASSIC July 25th

- Team** \$200
- Title Sponsor** \$1,000 (Exclusive)
- Lunch Sponsor** \$750 (Exclusive)
- Dinner Sponsor** \$750 (Exclusive)
- Beverage Sponsor** \$500 (Exclusive)
- Contributing Sponsor** \$200
- Pin Prize Sponsor** \$50 (6 Available)

### IOWA STATE HORTICULTURE RESEARCH STATION ITI FIELD & DEMO DAY Sept. 14th

- Exhibit Booth Space** \$100
- Title Sponsor** \$1,500 (Exclusive)
- Weed Walk Sponsor** \$350 (Exclusive)
- Contributing Sponsor** \$200
- Breakfast Sponsor** \$300 (3 Available)
- Lunch Sponsor** \$500 (3 Available)

### DES MOINES GOLF AND COUNTRY CLUB ITI BENEFIT TOURNAMENT Oct. 3rd

- Team** \$500
- Title Sponsor** \$1,500 (Exclusive)
- Lunch Sponsor** \$750 (Exclusive)
- Hors d'oeuvres Sponsor** \$750 (Exclusive)
- Beverage Sponsor** \$500 (Exclusive)
- Contributing Sponsor** \$200
- Pin Prize Sponsor** \$50 (6 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 \_\_\_\_\_

## 2022 ITI OPPORTUNITY DESCRIPTIONS

<b>IOWA TURFGRASS CONFERENCE OPPORTUNITIES</b>			
1	<b>Registration Desk Sponsor</b>	Your logo displayed on signage at the registration desk near the main entrance of the conference and trade show.	\$350
1	<b>Hotel Key Card Sponsor</b>	Be the brand every attendee sees as they enter their room at the host hotel.	\$1,000
1	<b>Attendee Badge Sponsor</b>	Your company logo included on all attendee name badges.	\$400
1	<b>Attendee Lanyard Sponsor</b>	Have your logo worn by every attendee by sponsoring the conference lanyard. Sponsor is responsible for supplying lanyards.	\$250
1	<b>Attendee Pen Sponsor</b>	Be on the minds of everyone as they jot down notes during education sessions.	\$900
2	<b>Breakfast Sponsor</b>	Help attendees get a fresh start on days two and three of the conference.	\$600
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.	\$500
18	<b>Education Break Sponsor</b>	Sponsor beverages and snacks during breaks between education sessions.	\$250
Unlimited	<b>Trade Show Raffle Prize Sponsor</b>	Recognition by sponsoring raffle prizes for attendees during the tradeshow.	\$400
3	<b>Trade Show Lunch Sponsor - Wednesday</b>	Sponsor one of three bar stations located throughout the tradeshow.	\$1000
3	<b>Trade Show Lunch Sponsor - Thursday</b>	Your logo displayed on signage at hors d'oeuvres stations located throughout the tradeshow.	\$1000
2	<b>Cash Bar / Keg Sponsor</b>	Sponsor the cash bar and keg during the cocktail hour following the Wednesday tradeshow and prior to the Awards and Scholarship Banquet.	\$600
5	<b>Cocktail Hour Snack Sponsor</b>	Sponsor the snack bar during the cocktail hour following the Wednesday tradeshow.	\$300
1	<b>All Industry Reception Title Sponsor</b>	Premium recognition before, during, and after the reception	\$2,500
6	<b>All Industry Reception Station Sponsor</b>	Promote your company by helping sponsor the main entrée at the Wednesday evening reception.	\$1,000
3	<b>All Industry Reception Dessert Sponsor</b>	Promote your company by helping sponsor the dessert at the Wednesday evening reception.	\$500
Unlimited	<b>All Industry Reception Contributing Sponsor</b>	General supporter receiving company logo on signage at the Wednesday evening.	\$250
2	<b>All Industry Reception Cash Bar / Keg Sponsor</b>	Sponsor one of two bar stations during the Wednesday evening reception.	\$600
1	<b>Pesticide Training Sponsor</b>	Visual and verbal recognition during the largest education session featuring continuing education credits for pesticide applicators.	\$750
15	<b>Booth Turfgrass ID Contest</b>	Turfgrass species sample given to each sponsor. Participants will be asked to ID that species and turn in their card for a drawing.	\$250

*See reverse side for additional opportunities*

## 2022 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
1	<b>Lunch Sponsor</b>	Sponsor the lunch prior to the golf event.	\$750
1	<b>Beverage Sponsor</b>	Sponsor a beverage for all attendees and get special recognition.	\$500
Unlimited	<b>Contributing Sponsor</b>	General supporter of the event receiving company logo on signage.	\$200
18	<b>Pin Prize Sponsor</b>	Sponsor pin prizes such as longest drive, closet to the pin, etc.	\$50
1	<b>Dinner Sponsor</b>	Sponsor the dinner reception following the golf event.	\$750

### 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
1	<b>Lunch Sponsor</b>	Sponsor the lunch prior to the golf event.	\$750
1	<b>Dinner 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.	\$500
Unlimited	<b>Contributing Sponsor</b>	General supporter of the event receiving company logo on signage.	\$200
9	<b>Pin Prize Sponsor</b>	Sponsor pin prizes such as longest drive, closet to the pin, etc.	\$50

### IOWA TURFGRASS FIELD & DEMO DAY OPPORTUNITIES

Unlimited	<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
Unlimited	<b>Contributing Sponsor</b>	General supporter of the event receiving company logo on signage.	\$200
3	<b>Breakfast Sponsor</b>	Sponsor the continental breakfast, coffee, and beverages prior to the event.	\$300
3	<b>Lunch Sponsor</b>	Sponsor the catered lunch during the event.	\$500

### 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
1	<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.	\$500
Unlimited	<b>Contributing Sponsor</b>	General supporter of the event receiving company logo on signage.	\$200
6	<b>Pin Prize Sponsor</b>	Sponsor pin prizes such as longest drive, closet to the pin, etc.	\$50