

2027

IOWA TURFGRASS  
INSTITUTE

## COMMITMENT CONTRACT

Connect your company with the professionals who shape Iowa's green industry through the Iowa Turfgrass Institute's educational and networking events. In 2027, our newly expanded conference & trade show, held in partnership with the Shade Tree Short Course, will bring together more than twice the number of attendees from the golf, lawn care, sports field, parks, arboriculture, and landscape industries, creating unprecedented opportunities to showcase your products and services.

From golf and networking events to education and field day opportunities, sponsorships through the Iowa Turfgrass Industry maximize your visibility, strengthen customer relationships, and position your company in front of decision-makers from across Iowa's green industries while supporting research, education, and scholarships around the state.

# 2027 CONFERENCE OPPORTUNITIES

|           |                                                 |                                                                                                              |                      |
|-----------|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------|
| EXCLUSIVE | REGISTRATION DESK SPONSOR                       | YOUR LOGO DISPLAYED AT THE REGISTRATION DESK WHERE PARTICIPANTS RECEIVE THEIR CONFERENCE CREDENTIALS         | \$1,000              |
| EXCLUSIVE | ATTENDEE BADGE SPONSOR                          | YOUR LOGO INCLUDED ON ALL ATTENDEE NAME BADGES                                                               | \$1,650              |
| EXCLUSIVE | ATTENDEE LANYARD SPONSOR                        | YOUR LOGO WORN BY EVERY ATTENDEE WITH THEIR CREDENTIALS. SPONSOR IS RESPONSIBLE FOR SUPPLYING LANYARDS       | \$1,300<br>+EXPENSES |
| EXCLUSIVE | ATTENDEE PEN SPONSOR                            | A PEN WITH YOUR COMPANY LOGO WILL BE GIVEN TO EVERY CONFERENCE ATTENDEE AT REGISTRATION TO TAKE NOTES        | \$1,100<br>+EXPENSES |
| EXCLUSIVE | ATTENDEE NOTEBOOK SPONSOR                       | A HIGH-QUALITY NOTEBOOK WITH YOUR LOGO ON THE FRONT WILL BE PROVIDED TO EVERY PARTICIPANT DURING CHECK-IN    | \$3,000              |
| EXCLUSIVE | COFFEE SLEEVE SPONSOR                           | PUT YOUR LOGO IN THE HANDS OF ATTENDEES AS THEY SIP THEIR FAVORITE BEVERAGE                                  | \$950<br>+EXPENSES   |
|           | EDUCATION SPONSOR                               | BE THE BRAND ATTENDEES SEE AS THEY ENTER EACH CLASSROOM                                                      | \$750                |
|           | TRADE SHOW RAFFLE PRIZE SPONSOR                 | YOUR COMPANY WILL RECEIVE RECOGNITION FOR SPONSORING RAFFLE PRIZES GIVEN OUT DURING THE TRADE SHOW           | \$500                |
|           | WED TRADE SHOW LUNCH SPONSOR                    | SPONSOR THE LUNCHEON HELD INSIDE THE TRADE SHOW ON WEDNESDAY. SIGNAGE WILL BE DISPLAYED AT THE BUFFET LINES  | \$1,750              |
|           | THUR TRADE SHOW BREAKFAST SPONSOR               | SPONSOR BREAKFAST AT THE TRADE SHOW THURSDAY MORNING. SIGNAGE WILL BE DISPLAYED AT THE BUFFET LINES          | \$1,000              |
| 4         | TRADE SHOW NETWORKING KEG SPONSOR               | SPONSOR A KEG DURING THE TRADE SHOW SOCIAL ON WEDNESDAY AFTERNOON. SIGNAGE TO BE DISPLAYED AT THE BARS.      | \$1,250              |
| EXCLUSIVE | ALL INDUSTRY TRADE SHOW RECEPTION TITLE SPONSOR | SPONSOR THE ALL INDUSTRY NETWORKING RECEPTION ON WEDNESDAY IN THE TRADE SHOW                                 | \$5,000              |
|           | ALL INDUSTRY TRADE SHOW RECEPTION FOOD SPONSOR  | SPONSOR THE FOOD AT THE ALL INDUSTRY NETWORKING RECEPTION ON WEDNESDAY IN THE TRADE SHOW                     | \$1,000              |
|           | WEDNESDAY TRADE SHOW DRINK TICKETS SPONSOR      | OPPORTUNITY TO HAND OUT 40 DRINK TICKETS WITH YOUR COMPANY LOGO DURING THE TRADE SHOW ON WEDNESDAY AFTERNOON | \$650                |
| EXCLUSIVE | FEATURED SPEAKER SPONSOR                        | HAVE YOUR LOGO DISPLAYED DURING THE ALL ATTENDEE OPENING SESSION ON WEDNESDAY MORNING                        | \$4,000              |
| EXCLUSIVE | PESTICIDE TRAINING SPONSOR                      | PAT TRAINING SPONSOR WILL RECEIVE RECOGNITION DURING THE PAT TRAINING SESSIONS ON THURSDAY                   | \$1,000              |
|           | TRADE SHOW FLOOR DECALS                         | INCREASE YOUR BOOTH VISIBILITY WITH ONE OR MORE BRANDED FLOOR DECALS STRATEGICALLY PLACED AT THE TRADE SHOW  | \$750                |
| EXCLUSIVE | TRADE SHOW MAP                                  | FEATURE YOUR LOGO ON THE OFFICIAL PRINTED AND DIGITAL TRADE SHOW MAP                                         | \$1,000              |
|           | DIGITAL VIDEO TRADE SHOW SPONSOR                | SHOWCASE YOUR COMPANY AND BOOTH LOCATION ON OUR ROTATING DIGITAL DISPLAY DURING THE TRADE SHOW               | \$750                |

# 2027 EVENT SPONSOR OPPORTUNITIES

## EXTENSION FUNDRAISER

|           |                      |                                                                             |         |
|-----------|----------------------|-----------------------------------------------------------------------------|---------|
| EXCLUSIVE | TITLE SPONSOR        | INCLUDES ONE TEAM, LOGO'D GOLF FLAGS, AND PREMIUM RECOGNITION FOR THE EVENT | \$1,300 |
|           | MEAL SPONSOR         | SPONSOR THE MEAL FOR THE GOLF EVENT AND GET SPECIAL RECOGNITION.            | \$700   |
|           | BEVERAGE SPONSOR     | SPONSOR A BEVERAGE FOR ALL ATTENDEES AND GET SPECIAL RECOGNITION            | \$400   |
|           | CONTRIBUTING SPONSOR | GENERAL SUPPORT OF THE EVENT AND RECEIVING COMPANY LOGO ON SIGN             | \$400   |
| 12        | PRIZE SPONSOR        | SPONSOR PRIZES SUCH AS LONGEST DRIVE, CLOSEST TO THE PIN, ETC.              | \$100   |

## FIELD DAY CLASSIC

|           |                      |                                                                             |         |
|-----------|----------------------|-----------------------------------------------------------------------------|---------|
| EXCLUSIVE | TITLE SPONSOR        | INCLUDES ONE TEAM, LOGO'D GOLF FLAGS, AND PREMIUM RECOGNITION FOR THE EVENT | \$1,300 |
|           | MEAL SPONSOR         | SPONSOR THE MEAL FOR THE GOLF EVENT AND GET SPECIAL RECOGNITION.            | \$700   |
|           | BEVERAGE SPONSOR     | SPONSOR A BEVERAGE FOR ALL ATTENDEES AND GET SPECIAL RECOGNITION            | \$400   |
|           | CONTRIBUTING SPONSOR | GENERAL SUPPORT OF THE EVENT AND RECEIVING COMPANY LOGO ON SIGN             | \$400   |
| 12        | PRIZE SPONSOR        | SPONSOR PRIZES SUCH AS LONGEST DRIVE, CLOSEST TO THE PIN, ETC.              | \$100   |

## FIELD & DEMO DAY

|           |                      |                                                                                                                                   |         |
|-----------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------|---------|
| EXCLUSIVE | TITLE SPONSOR        | PREMIUM RECOGNITION BEFORE, DURING, AND AFTER THE EVENT. OPPORTUNITY TO PRESENT TO ALL ATTENDEES DURING THE EVENT FOR 10 MINUTES. | \$1,600 |
|           | EXHIBIT BOOTH SPACE  | OPPORTUNITY TO EXHIBIT AT OUR ANNUAL EVENT AT ISU'S HORTICULTURE RESEARCH FARM.                                                   | \$175   |
| EXCLUSIVE | WEED WALK SPONSOR    | SPONSOR THE MOST POPULAR AND ATTENDED EDUCATION SESSION                                                                           | \$450   |
|           | CONTRIBUTING SPONSOR | GENERAL SUPPORT OF THE EVENT AND RECEIVING COMPANY LOGO ON SIGN                                                                   | \$400   |
|           | LUNCH SPONSOR        | SPONSOR THE LUNCH BEFORE THE EVENT AND GET SPECIAL RECOGNITION                                                                    | \$500   |
|           | BREAKFAST & COFFEE   | SPONSOR THE BREAKFAST & COFFEE FOR THE EVENT AND GET SPECIAL RECOGNITION                                                          | \$250   |
| 5         | PRODUCT DEMO         | SHOWCASE YOUR PRODUCTS WITH A 10 MINUTE PRESENTATION/DEMO                                                                         | \$250   |

## ITI BENEFIT TOURNAMENT

|           |                         |                                                                               |                     |
|-----------|-------------------------|-------------------------------------------------------------------------------|---------------------|
| EXCLUSIVE | TITLE SPONSOR           | INCLUDES ONE TEAM, LOGO'D GOLF FLAGS, AND PREMIUM RECOGNITION FOR THE EVENT   | \$1,750             |
|           | LUNCH SPONSOR           | SPONSOR THE LUNCH BEFORE THE EVENT AND GET SPECIAL RECOGNITION                | \$1,500             |
|           | RECEPTION SPONSOR       | SPONSOR THE RECEPTION AND GET SPECIAL RECOGNITION                             | \$1,500             |
|           | BEVERAGE SPONSOR        | SPONSOR A BEVERAGE FOR ALL ATTENDEES AND GET SPECIAL RECOGNITION              | \$1,000             |
|           | CONTRIBUTING SPONSOR    | GENERAL SUPPORT OF THE EVENT AND RECEIVING COMPANY LOGO ON SIGN               | \$500               |
| 12        | PRIZE SPONSOR           | SPONSOR PRIZES SUCH AS LONGEST DRIVE, CLOSEST TO THE PIN, ETC.                | \$100               |
|           | GRAND PRIZE SPONSOR     | SPONSOR THE GRAND PRIZE FOR THE GOLF EVENT AND RECEIVE SPECIAL RECOGNITION    | \$1,000             |
|           | GIFT BAG INSERT SPONSOR | PROVIDE A LOGO'D ITE, GIVEN OUT IN GIFT BSGS TO ALL PARTICIPANTS AT THE EVENT | \$250<br>+ EXPENSES |
| EXCLUSIVE | HOLE-IN-ONE SPONSOR     | SPONSOR THE HOLE-IN-ONE PRIZE AT THE EVENT                                    | \$500               |

# ANNUAL COMMITMENT APPLICATION & CONTRACT

# 2027



**SIGN UP ONLINE AT**  
**IOWATURFGRASS.ORG**

## CONTACT INFORMATION

### SEND THIS FORM AND PAYMENT TO:

IOWA TURFGRASS INSTITUTE  
8050 GOLF HOUSE DRIVE  
DES MOINES, IA 50211

### DIRECT QUESTIONS TO:

MATT BEATTY  
PHONE: (515) 635-0306  
EMAIL: MATT@IOWATURFGRASS.ORG

## 1 Company Information

COMPANY NAME (AS IT SHOULD APPEAR ON ALL PRINT AND DIGITAL PIECES)

CONTACT NAME

COMPANY ADDRESS

CITY

STATE

ZIP

EMAIL ADDRESS

PHONE NUMBER

## 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. For exclusive items, contact Matt Beatty to check availability.** 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:

### Platinum Sponsor

\$8500 +

### Gold Sponsor

\$6500 - \$8,499

### Silver Sponsor

\$4500 - \$6,499

### Bronze Sponsor

\$2,500 - \$4,499

### IOWA EVENTS CENTER - DES MOINES

### SHADE TREE & TURFGRASS CONFERENCE FEB. 9-11, 2027

#### ☐ Exhibit Booth Space

- ☐ 1 Booth \$1,050 (\$1,200 After 12/31/26)
- ☐ 2 Booths \$1,850 (\$2,000 After 12/31/26)
- ☐ 3 Booths \$2,650 (\$2,800 After 12/31/26)
- ☐ 4 Booths \$3,400 (\$3,600 After 12/31/26)
- ☐ 5+ Booths Contact the ITI Office

#### ☐ Registration Desk Sponsor \$1,000 (Exclusive)

#### ☐ Attendee Badge Sponsor \$1,650 (Exclusive)

#### ☐ Attendee Lanyard Sponsor \$1,300 +Expenses (Exclusive)

#### ☐ Attendee Pen Sponsor \$1,100 +Expenses (Exclusive)

#### ☐ Attendee Notebook Sponsor \$3,000 (Exclusive)

#### ☐ Coffee Sleeve Sponsor \$950 +Expenses (Exclusive)

#### ☐ Education Rooms Sponsor \$750

#### ☐ Trade Show Raffle Prize Sponsor \$500

#### ☐ Wednesday Tradeshow Lunch Sponsor \$1,750

#### ☐ Thursday Tradeshow Breakfast Sponsor \$1,000

#### ☐ Tradeshow Networking Keg Sponsor \$1,250

#### ☐ All-Industry Trade show Reception Title Sponsor \$5,000 (Exclusive)

#### ☐ All-Industry Trade show Reception Food Sponsor \$1,000

#### ☐ Wednesday Trade show Drink Ticket Sponsor 40 for \$650

#### ☐ Featured Speaker Sponsor \$4,000 (Exclusive)

#### ☐ Pesticide Training Sponsor \$1,000 (Exclusive)

#### ☐ Tradeshow Floor Decals \$750

#### ☐ Tradeshow Map Sponsor \$1,000 (Exclusive)

#### ☐ Digital Video Tradeshow Sponsor \$750

TBD

### EXTENSION FUNDRAISER

TBD

#### ☐ Team \$500

#### ☐ Title Sponsor \$1,300 (Exclusive)

#### ☐ Meal Sponsor \$700

#### ☐ Beverage Sponsor \$400

#### ☐ Contributing Sponsor \$400

#### ☐ Prize Sponsor \$100

TBD

### FIELD DAY CLASSIC

TBD

#### ☐ Team \$500

#### ☐ Title Sponsor \$1,300 (Exclusive)

#### ☐ Meal Sponsor \$700

#### ☐ Beverage Sponsor \$400

#### ☐ Contributing Sponsor \$400

#### ☐ Prize Sponsor \$100

IOWA STATE HORTICULTURE RESEARCH STATION, AMES

### FIELD & DEMO DAY

TBD

#### ☐ Exhibit Booth Space \$175

#### ☐ Title Sponsor \$1,600 (Exclusive)

#### ☐ Weed Walk Sponsor \$450 (Exclusive)

#### ☐ Contributing Sponsor \$400

#### ☐ Lunch Sponsor \$500

#### ☐ Breakfast & Coffee Sponsor \$250

#### ☐ Product Demo \$250

### AMES GOLF & COUNTRY CLUB

### ITI BENEFIT TOURNAMENT

TBD

#### ☐ Team \$800

#### ☐ Title Sponsor \$1,750 (Exclusive)

#### ☐ Lunch Sponsor \$1,500

#### ☐ Reception Sponsor \$1,500

#### ☐ Beverage Sponsor \$1,000

#### ☐ Contributing Sponsor \$500

#### ☐ Prize Sponsor \$100

#### ☐ Grand Prize Sponsor \$1,000

#### ☐ Gift Bag Insert Sponsor \$250

#### ☐ Hole-In-One Sponsor \$500 (Exclusive)

## 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.

**\*Payment must be received by January 30th, 2027**

Signature

Date