



2024 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:

Platinum Sponsor \$8000 +	Gold Sponsor \$6000 - \$7,999	Silver Sponsor \$4000 - \$5,999	Bronze Sponsor \$2,000 - \$3,999
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HOLIDAY INN DES MOINES - AIRPORT ITI CONFERENCE Feb. 13-15th

- Exhibit Booth Space (Electricity Included)**
 - 1 Booth** \$795 (\$875 after 1/5/24)
 - 2 Booths** \$1,400 (\$1,480 after 1/5/24)
 - 3 Booths** \$2000 (\$2,275 after 1/5/24)
 - 4 Booths** \$2,650 (2,950 after 1/5/24)
 - Drink Tickets** 50 for \$525
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** \$1250 (Exclusive)
- Attendee Lanyard Sponsor** \$750 + Expenses (Exclusive)
- Attendee Pen Sponsor** \$800 + Expenses (Exclusive)
- Coffee Sleeve Sponsor** \$750 (Exclusive)
- Education Session Sponsor** \$400 (5 Available)
- Raffle Prize Sponsor** \$400
- Tradeshow Lunch Sponsor**
 - Wednesday Sponsor** \$750
- Thursday Tradeshow Donut Sponsor** \$500
- Tradeshow Cocktail Hour Sponsor**
 - Keg Sponsor** \$700 (2 Available)
 - Snack Sponsor** \$350
- All Industry Reception**
 - Title Sponsor** \$2500 (Exclusive)
 - Contributing Sponsor** \$550
- Pesticide Training Sponsor** \$1000 (Exclusive)

VEENKER MEMORIAL GOLF COURSE, AMES EXTENSION FUNDRAISER June 5th

- Team** \$400
- Title Sponsor** \$1,000 (Exclusive)
- Meal Sponsor** \$500
- Beverage Sponsor** \$750 (Exclusive)
- Contributing Sponsor** \$250
- Prize Sponsor** \$100 (12 Available)

GRINNELL COLLEGE GOLF COURSE, GRINNELL FIELD DAY CLASSIC July 24th

- Team** \$400
- Title Sponsor** \$1,000 (Exclusive)
- Meal Sponsor** \$500
- Beverage Sponsor** \$750 (Exclusive)
- Contributing Sponsor** \$250
- Prize Sponsor** \$100 (12 Available)

IOWA STATE HORTICULTURE RESEARCH STATION, AMES ITI FIELD & DEMO DAY Sept. 11th

- Exhibit Booth Space** \$100
- Title Sponsor** \$1,500 (Exclusive)
- Weed Walk Sponsor** \$350 (Exclusive)
- Contributing Sponsor** \$250
- Lunch Sponsor** \$500
- Breakfast & Coffee Sponsor** \$300
- Product Demo/Presentation (10 Minutes)** \$100 (5 Available)

ECHO VALLEY COUNTRY CLUB, NORWALK ITI BENEFIT TOURNAMENT Sept. 30th

- Team** \$600
- Title Sponsor** \$1,500 (Exclusive)
- Lunch Sponsor** \$1000
- Hors d'oeuvres Sponsor** \$1000 (Exclusive)
- Beverage Sponsor** \$1000 (Exclusive)
- Contributing Sponsor** \$300
- 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

2024 ITI OPPORTUNITY DESCRIPTIONS

IOWA TURFGRASS CONFERENCE OPPORTUNITIES

1	Keynote Speaker Sponsor	Have your logo displayed before Keynote Speaker presentation on the screen for all attendees to see.	\$3,000
1	Registration Desk Sponsor	Your logo displayed on signage at the registration desk near the main entrance of the conference and tradeshow.	\$500
1	Hotel Key Card Sponsor	Be the brand every attendee sees as they enter their room at the host hotel.	\$2,000
1	Attendee Badge Sponsor	Your company logo included on all attendee name badges.	\$1250
1	Attendee Lanyard Sponsor	Have your logo worn by every attendee by sponsoring the conference lanyard. Sponsor is responsible for supplying lanyards.	\$750 + Expenses
1	Attendee Pen Sponsor	Be on the minds of everyone as they jot down notes during education sessions.	\$800 + Expenses
1	Coffee Sleeve Sponsor	Put your logo in the hands of attendees as they sip their favorite beverage.	\$750
5	Education Session Sponsor	Be the brand attendees see and hear inside the classroom throughout the duration of their daily education experience.	\$400
*	Trade Show Raffle Prize Sponsor	Recognition by sponsoring raffle prizes for attendees during the tradeshow.	\$400
*	Trade Show Lunch Sponsor - Wednesday	Sponsor the trade show luncheon on Wednesday.	\$750
*	Trade Show Donut Sponsor - Thursday	Sponsor the donut buffet at the tradeshow on Thursday morning.	\$500
2	Tradeshow Cocktail Hour Keg Sponsor	Sponsor a keg during the cocktail hour at the Wednesday tradeshow.	\$700
*	Tradeshow Cocktail Hour Snack Sponsor	Sponsor the snack bar during the cocktail hour in the Wednesday tradeshow.	\$350
1	All Industry Reception Title Sponsor	Premium recognition before, during, and after the reception.	\$2,500
*	All Industry Reception Contributing Sponsor	General supporter receiving company logo on signage at the Wednesday evening.	\$550
1	Pesticide Training Sponsor	Visual and verbal recognition during the largest education session featuring continuing education credits for pesticide applicators.	\$1000
*	Drink Tickets	Drink tickets available at tradeshow and during the All Industry Reception. (50 Tickets)	\$525

* Unlimited

See reverse side for additional opportunities

2024 ITI OPPORTUNITY DESCRIPTIONS

EXTENSION FUNDRAISER OPPORTUNITIES

1	Title Sponsor	Includes one team, logo'd golf flags, and premium recognition before, during, and after the event.	\$1,000
*	Meal Sponsor	Sponsor the meal for the golf event and get special recognition.	\$500
1	Beverage Sponsor	Sponsor a beverage for all attendees and get special recognition.	\$750
*	Contributing Sponsor	General supporter of the event receiving company logo on signage.	\$250
12	Prize Sponsor	Sponsor prizes such as longest drive, closet to the pin, etc.	\$100

FIELD DAY CLASSIC OPPORTUNITIES

1	Title Sponsor	Includes one team, logo'd golf flags, and premium recognition before, during, and after the event.	\$1,000
*	Meal Sponsor	Sponsor the meal for the golf event and get special recognition.	\$500
1	Beverage Sponsor	Sponsor a beverage for all attendees and get special recognition.	\$750
*	Contributing Sponsor	General supporter of the event receiving company logo on signage.	\$250
12	Prize Sponsor	Sponsor prizes such as longest drive, closet to the pin, etc.	\$100

IOWA TURFGRASS FIELD & DEMO DAY OPPORTUNITIES

*	Exhibit Booth Space	Opportunity to exhibit at our annual event at ISU's Horticulture Research Farm.	\$100
1	Title Sponsor	Premium recognition before, during, and after the event. Opportunity to present to all attendees during the event for 10 minutes.	\$1,500
1	Weed Walk Sponsor	Sponsor the most popular and attended education session.	\$350
*	Contributing Sponsor	General supporter of the event receiving company logo on signage.	\$250
*	Lunch Sponsor	Sponsor the lunch for the event and get special recognition.	\$500
*	Breakfast & Coffee Sponsor	Sponsor the breakfast & coffee for the event and get special recognition	\$300
5	Product Demo/Presentation	Showcase your products with a 10 minutes presentation/demo	\$100

ITI BENEFIT TOURNAMENT OPPORTUNITIES

1	Title Sponsor	Includes one team, logo'd golf flags, and premium recognition before, during, and after the event.	\$1,500
*	Lunch Sponsor	Sponsor the lunch prior to the golf event and get special recognition.	\$1000
1	Reception Sponsor	Sponsor the dinner reception following the event and get special recognition.	\$1000
1	Beverage Sponsor	Sponsor a beverage for all attendees and get special recognition.	\$1000
*	Contributing Sponsor	General supporter of the event receiving company logo on signage.	\$300
12	Prize Sponsor	Sponsor prizes such as longest drive, closet to the pin, etc.	\$100

* Unlimited