



## 2008 NACAA Annual Meeting and Professional Improvement Conference

The **National Association of County Agricultural Agents (NACAA)** is an organization made up of Extension Educators who work through a nation-wide system of land grant universities. NACAA is dedicated to professional excellence and improving the abilities of Agricultural Extension agents to serve our clients in the fields of agriculture, horticulture, natural resources, water quality, food safety and youth development.

The **North Carolina Association of County Agricultural Agents (NCACAA)** is our state organization of Agricultural Extension Agents and has been chosen to host the 2008 NACAA Annual Meeting and Professional Improvement Conference (AMPIC).

The **Annual Meeting and Professional Improvement Conference** is an annual event that allows members from throughout the nation to share ideas, recognize achievements, attend professional workshops, and improve upon their knowledge and skills in order to better serve our farmers, agribusiness industry and our citizens.

NCACAA has been selected to host the **2008 NACAA AMPIC in Greensboro, North Carolina on July 13-18, 2008**. Our primary goals in hosting this meeting are to provide professional development for our agents to better prepare them to serve our clients and to showcase North Carolina Agriculture. To accomplish these goals, we need the support of many partners – including you!. Below are our funding needs, plans for the conference including donor levels and specific events that may have a designated “Signature” sponsor. Please contact us if you have alternative ideas for recognition, sponsorship, etc. We would be pleased to discuss any possibilities.

### THE NACAA 2008 AMPIC CO-CHAIRS

Karen Neill  
Extension Agent, Agriculture -  
Urban Horticulture  
Guilford County  
[karen\\_neill@ncsu.edu](mailto:karen_neill@ncsu.edu)  
Phone: (336) 375-5876  
Fax: (336) 375-2295  
Mail Address:  
3309 Burlington Rd  
Greensboro, NC 27405

Mark Tucker  
County Extension Director  
Forsyth County  
[mark\\_tucker@ncsu.edu](mailto:mark_tucker@ncsu.edu)  
Phone: (336) 767-8213  
Fax: (336) 767-3557  
Mail Address:  
1450 Fairchild Rd  
Winston-Salem, NC 27105

## **Fundraising**

### **Plan:**

We have a 3-part plan for raising the necessary funds. Each member is important in helping us meet our objectives. Every donation is appreciated.

- |  |           |
|--|-----------|
| 1) Agent's personal donations through payroll deduction and registration | \$200,000 |
| 2) Local donations raised by agents                                      | \$100,000 |
| 3) Large donations by supporting organizations and businesses            | \$300,000 |

### **Donations:**

Donations can be directed to the North Carolina Agricultural Foundation Inc. at North Carolina State University for tax-deductible qualification using the appropriate account number. These gifts also will be counted under the NCSU Capital Campaign.

### **Donor levels:**

The following categories have been identified for recognition of AM/PIC supporters:

Signature	\$50,000 and up
Diamond	\$25,000 – 49,999
Ruby	\$15,000 – 24, 999
Platinum	\$10,000 – 14,999
Gold	\$ 5,000 – 9,999
Silver	\$ 2,500 – 4,999
Bronze	\$ 1,000 – 2,499
Granite	\$ 500 - 999
Supporter	\$ 100 - 499
Friend	\$ < 99

## Donor Recognition

All donors will receive recognition, varying by level of donation.

<b>RECOGNITION FOR DONATION</b>	<b>All Donors</b>	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$25,000</b>	<b>\$50,000</b>
Listed in 2008 AM/PIC program by sponsorship level	X	X	X	X	X	X
Brochure with all sponsors contacts to be distributed to all participants	X	X	X	X	X	X
Certificate, banner or plaque for display	X	X	X	X	X	X
Video of all sponsors to be shown various times including use in trade show area	X	X	X	X	X	X
Complimentary tradeshow booth		X	X	X	X	X
One time use of North Carolina Membership Database		X	X	X	X	X
VIP Dinner			X	X	X	X
Unlimited use of North Carolina Membership Database through 2008			X	X	X	X
One time use of the National Membership Database				X	X	X
Your logo will be displayed on the NC Ag. Video to air on all professional improvement tours				X	X	X
Logo to be posted in the daily newsletter given to participants					X	X
Sponsor logos on a video shown at Monday's opening general session						X
Spotlight Sponsor						X

In addition, other forms of recognition can be negotiated with Mark Tucker and Karen Neill. These may include publicity events prior to the conference, display of products and/or information during the conference, and distribution of branded materials such as hats.

## **Potential Named Signature Events**

## **Full Sponsorship Cost**

### **Luncheon Educational Seminars – Brown bag lunches**

**\$7,500 per seminar**

These sponsored lunches will be offered to agents as educational seminars. Seminars would correspond with themes selected by Executive Committee. Signage showing sponsorship would be displayed and sponsors would have the opportunity to host educational seminars presented by agents or other professionals. Each seminar would be for approximately 40 agents and 5-8 different seminars will be offered.

### **Opening Inspirational Program**

**\$20,000**

The opening program typically hosts an inspirational/motivational speaker and music along with the presentation of the flag of the United States by a color guard. After the inspirational session, an atmosphere of fellowship is provided with an ice cream social.

### **VIP Dinner**

**\$15,000**

The Heritage dinner is hosted by the host state for the national board and to recognize major donors both for the national meeting as well as major donors to the State Association. Tentative plans are to rent Historic Blandwood and have a dinner catered there for approximately 200 people

### **Youth Activities**

**\$15,000**

Youth from all over the county will come together in Greensboro during the 2008 National Meeting. We plan to provide them a fun, educational week as they see the sites in our wonderful state. They will visit sites such as the NC Zoo, Grandfather Mountain and Hiddenite Gem Mine, Emerald Point.

### **4-H Talent Revue**

**\$25,000**

4-H youth from the Southern region will be invited to send audition tapes for the Talent Revue, a highlight of the conference. Approximately 10 individual or group acts will be selected. They will arrive in Greensboro on Saturday and spend two days practicing as well as taking part in some fun activities. Choreographers work to prepare the show with an opening and grand finale.

### **Monday Dinner**

**\$25,000**

Our first full day of the conference will end with dinner away from the hotel. Tentatively, this event will be held at the New Millennium Campus at NC A&T. This will give us the opportunity to showcase our local land grant university and its research farm.

**Sunday Night Welcome Dinner****\$25,000**

This dinner for all conference participants is a welcome event. Our theme will be “A Taste of Carolina”.

**Wednesday Breakfast****\$10,000**

This breakfast is in preparation for the daylong educational tours of NC farms, agribusinesses and other local attractions.

**Life Member Program****\$15,000**

The Life Members program includes activities such as speakers, tours and other education opportunities as well as hospitality.

**Spouse’s Program****\$15,000**

The Spouses program will include educational speakers, workshops, tours and hospitality. There is a special luncheon hosted for spouses that has in the past included a fashion show, music and speakers about local culture.

**Tuesday Night Dinner****\$25,000**

Tuesday night has traditionally been called “states night-out” however, in an effort to create more fellowship opportunities we are proposing a “states night-in” dinner to be held at the hotel.

**Meeting Breaks****\$5,000**

During the three days of educational seminars we will provide both morning and afternoon refreshment breaks. Signage recognizing sponsors will be provided. (6 available)