



Sponsorship Opportunities  
Wilmington, NC





# Who are we?

The North American Raspberry & Blackberry Association ( NARBA ) is a national organization of large and small growers and of researchers, marketers, and others in the caneberry industry, dedicated to industry sustainability and long-term growth.

The 20th annual Raspberry & Blackberry Conference will be held in Wilmington, North Carolina from February 27-28, 2024. We are excited to partner with the North Carolina Commercial Blackberry & Raspberry Growers Association on this conference, and to continue the legacy of sharing high quality research with growers, researchers and industry.

Sponsors are crucial for keeping registrant fees low, bringing high quality presenters, and providing a valuable conference experience for all. I hope that we can create value for your company as a sponsor and support your marketing and outreach goals with face-to-face networking opportunities.

If you are interested, I am happy to prepare you a presentation of what a targeted sponsorship of the 2024 Raspberry & Blackberry Conference could look like and the many benefits to your involvement. I hope you can give us an opportunity to present you with a proposal, and that we can work together to make 2024 our best conference yet.

Looking forward to connecting with you!

Darcy Kochis, Executive Director





The background of the slide is a close-up photograph of raspberry and blackberry plants. The plants have green, serrated leaves and are covered with clusters of ripe, dark purple/blackberries and some reddish raspberries. The lighting is natural, highlighting the texture of the fruit and leaves.

# NARBA Mission Statement

- To actively support a vibrant, healthy, and competitive raspberry and blackberry industry at all levels, from the farm stand to the global marketplace
- To provide a unified voice and platform to represent the raspberry and blackberry industry in North America
- To identify, support and communicate research and marketing priorities for raspberries and blackberries in North America affecting the general interest of the NARBA membership and the industry
- To engage with partner organizations on promotion of raspberries and blackberries with a focus on breeding, production, extension, health benefits and consumer outreach



# Join us in 2024

- 20<sup>th</sup> Annual Conference
- In-Person + Partial Remote Option *(pending sponsorship)*
- 250+ attendees
- 50+ Presentations & Exhibits
- Curated Cutting Edge Content
- Attendees – New and established growers, Industry, Researchers & University / Extension
- North Carolina caneberry industry farm tour







# NARBA Conference Benefits YOU!

- Increased industry presence and recognition
- Relationship building with growers, industry, and peers
- Personalized sponsorship packages to support your communications plan and company goals
- Industry support of research, breeding & production management development



“We are looking forward to the conference to be held in beautiful Wilmington, North Carolina.

The annual NARBA conference offers some of the best opportunities to network, learn about latest advancements in research and hear about emerging technologies in the caneberry industry from across North America.

This conference will be unique due to the conference partnership with the NC Commercial Blackberry and Raspberry Growers Association. This collaboration with a state caneberry association is exciting and offers our NARBA members, and potential new members, an opportunity for networking in the rapidly expanding caneberry industry of the Southeast.

We hope to see you there!.”

**Amanda Mcwhirt**  
*NARBA Vice President*  
*Extension Specialist*  
*University of Arkansas*



# Sponsor Benefit Levels

<b>GOLD</b> <b>\$7,500</b>	<b>SILVER</b> <b>\$5,000</b>	<b>BRONZE</b> <b>\$2,500</b>	<b>BERRY</b> <b>\$1,000</b>
A brief company introduction by a company representative at the keynote lunch or opening reception	Welcome introduction by a company representative to a session of your choice		
2 complimentary conference registrations, including tour	1 complimentary conference registration, including tour		
4+ Live mentions during the event	4+ Live mentions during the event		
Premium booth space - trade show in conference hall	2 <sup>nd</sup> tier booth space - trade show in conference hall	2+ Live mentions during the event	2+ Live mentions during the event
Large logo on all conference print materials	Medium logo on all conference print materials	Medium logo on a conference print materials	Small logo on all conference print materials
Attendee Mailing List	Attendee Mailing List	Attendee Mailing List	Attendee Mailing List
Website – large logo and link	Website – medium logo and link	Website – medium logo and link	Website – small logo and link



**Fundamentals of Caneberry  
Production Workshop Host**  
**\$2,500**

- Opening ½ day session for beginning growers
- Dedicated on-site branding opportunity
- Speaking rights; 3 to minute welcome address
- Logo displayed on signage
- Promotional materials on display

**Host a Morning Break**  
**\$2,500**

- 2 available
- Dedicated on-site branding opportunity
- Logo displayed at break
- Promotional materials on display
- You are the sole provider of berries (or other product of your choosing) at the break

**Conference Program Host**  
**\$2,500**

- 1 available
- Full page co-sponsor on the back of the program
- Signage at the registration booth
- Option to show a company video on screen
- Signage and promotional materials on display

**SOLD OUT**

**Host a Session**  
**\$2,500**

- 6 available:
  - Pest and Disease
  - Plant Management
  - New Technology
  - Production Management
  - Berry Special Topics
  - NC Local Session
- Dedicated on-site branding opportunity
- Speaking rights; 3 to minute welcome address at your session
- Logo displayed on signage
- Promotional materials on display

**Custom Activation & Price Sponsorships Available!**



**Remote Conference Host**  
**\$7,500**

- A portion of the 2024 conference will be offered in an online format ( pending sponsorship )
- Company introduction by your rep & introduction of the workshop
- Option to show a company video to the online attendees
- Recorded video provided post conference with branding
- Promotional materials on display

**Host the Keynote Presentation**  
**\$7,500**

- Opening Keynote Presentation – Day 2
- Dedicated on-site branding
- Company introduction by your rep & introduction of the keynote speaker
- Logo displayed prominently
- Promotional materials on display

**Host the NC Berry Tour**  
**\$5,000**

- 1 available, can be a shared sponsorship
- A half-day bus tour discover the local region
- Dedicated on-site branding
- Company introduction by your rep & introduction of the keynote speaker
- Logo displayed prominently
- Promotional materials on display

**SOLD OUT**

**In Person Audio Visual Host**  
**\$5,000**

- 2 available
- The largest canvas for your company's logo and messaging on the screens of the conference
- Your logo shown between every presentation – more than 20+ times throughout the symposium
- Option to show a company video on screen

**Custom Activation & Price Sponsorships Available!**

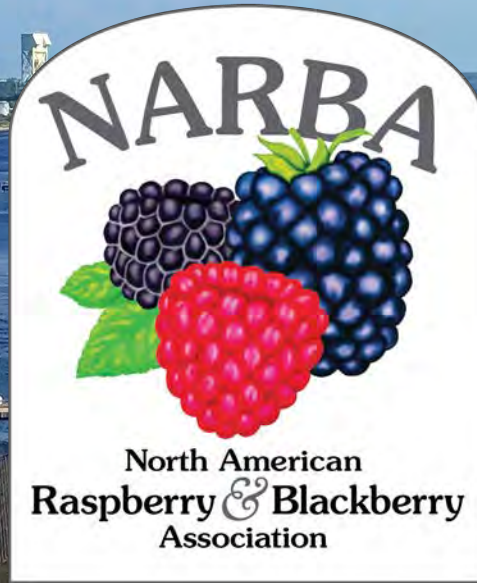


# Exhibit at the Conference Tradeshow!

- The pre-function areas of the Wilmington Convention Center will be turned into tradeshow of products and services for caneberry growers and industry.
- These booths will surround the main conference area and be visited before, during and after all 2 days of sessions with dedicated times each day.
- Sponsors may choose to exhibit or sign up to be an exhibitor without becoming a sponsor. Custom packages available!
- Contact information for all exhibitors will be included in the conference program & online.
- Exhibitor fee: Single space: \$575 - \$800 for a double space and includes one registration for the conference per space.







Let's work together to create a goal-oriented presence for your brand at  
NARBA 2024 – Wilmington, NC!

**Darcy Kochis**

North American Raspberry & Blackberry Association

- Executive Director-

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