

Sponsorship Opportunities

Choose your level from
\$5,000 to \$20,000!

Finding and keeping qualified employees is one of the irrigation industry's greatest challenges. The Irrigation Association is committed to developing the future workforce.

Formerly known as the Irrigation Foundation, the workforce development team works to promote careers in irrigation by providing valuable opportunities to faculty and students. Through the Faculty Academy events, E3 program and scholarship program, the IA works to ensure the continued success of the irrigation industry by helping prepare its next generation of professionals.

Now is your chance to help by sponsoring one of these outstanding programs.

Reserve your sponsorship today!

Contact Business Development Director Stephanie Clark at 703.472.5810 or businessdevelopment@irrigation.org.

Faculty Academy

Premier Sponsor - \$10,000 (ag or landscape)

Presenting Sponsors - \$5,000 (ag or landscape)

Faculty Academy includes agriculture-focused and landscape-focused two-day events to learn about the latest irrigation technologies and techniques, discover curriculum to use in your classroom, and network with other instructors. Both events are free to attend and available on a first-come, first-served basis. They are open to all instructors teaching at high schools and two- and four-year institutions.

In 2020 the academies were held virtually with an attendance of 31 per academy. The 2021 academies will also be held virtually.

Benefits include

- two complimentary registrations.
- 5-minute speaker opportunity.*
- half-page print ad in *Irrigation & Green Industry* or *Irrigation Today*.*
- digital ad on www.igin.com or www.irrigationtoday.org (premier - 3 months; presenting - 1 month).
- sponsor logos on the Faculty Academy webpages on the IA website.
- recognition on all Faculty Academy promotional emails and articles.
- sponsor mentioned in social media promotion.
- moderator and/or webinar presenters will thank sponsors during each of the live webinars.
- PowerPoint presentation template for speakers to use that include sponsor logos.
- attendee contact information shared with sponsors.
- webinars recorded and shared on the IA website (includes sponsor logos).
- sponsor company resources, sponsor videos and sponsor contact information shared with attendees via email.

**Premier sponsors only*





Irrigation E3 Program

Premier Sponsor - \$20,000

Presenting Sponsors - \$10,000

The E3 program focuses on providing irrigation students and faculty members with exposure, experience and education that revolves around the irrigation industry. The three E's allow us to actively engage the next generation of irrigators.

The E3 program sends students and educators to the annual Irrigation Show and Education Week where they have the opportunity to take education classes, attend networking events, walk the trade show floor and take in all that the irrigation industry has to offer. Irrigation E3 learners and leaders receive an education and travel award to attend the annual Irrigation Show.

The 2020 program went virtual, and 25 winners, selected through an application process, participated in the IA's Education Week+, spent time with the program lead sponsor and attended networking career panels.

Benefits include

- 1-hour meet and greet in 2021 Irrigation Show sponsor booth.*
- digital ad in *Irrigation & Green Industry Newsletter* or *News Harvest* (premier - 3 months; presenting - 2 months).
- print ad in *Irrigation & Green Industry* or *Irrigation Today* (premier - full page; presenting - half page).
- sponsor logos on the E3 program webpages on the IA website.
- recognition on all E3 program promotional emails, articles and social media.
- sponsor recognition on-site at the 2021 Irrigation Show and in the 2021 Irrigation Show mobile app.
- attendance for one representative at the Sunday social dinner.
- recognition in at least one article in the IGIN newsletter.
- recognition in *Irrigation Today*.
- winner contact information provided.
- participation on the E3 selection committee.*

*Premier sponsors only

Scholarship Program

Premier Sponsor - \$10,000

Presenting Sponsors - \$5,000

The IA scholarship program was established to develop and administer an awards program to promote the study of and careers in the irrigation field. The program provides meaningful financial support for the education of worthy scholarship candidates. The IA scholarships (ranging from \$1,000 to \$2,500) are awarded based on the student's letter of intent, financial need, reference letters, resume and list of irrigation-related courses taken or enrolled in.

To be eligible for the program, students must be enrolled in a two- or four-year institution of higher learning and must be studying irrigation-related curriculum. Scholarships will be given to up to 10 students in 2021. Recipients will be notified in April and awarded in August.

Irrigation Career Link

Sponsor - \$1,500 for 3 months

Both job seekers and employers looking for applicants turn to online job site resources. Irrigation Career Link is a specialized online tool connecting potential employees with potential employers in the irrigation industry.

As a sponsor of Irrigation Career Link, your company will gain exposure over and over again by job seekers and employers. Visit jobs.irrigation.org to see where your 728 x 90 banner ad will link to your webpage.

Reserve your sponsorship today! Contact Business Development Director Stephanie Clark at 703.472.5810 or businessdevelopment@irrigation.org.

Magazine Circulations

IRRIGATION & green industry

- Print - 60,000+
- Weekly newsletter - 15,000+

IrrigationTODAY

- Print - 12,500+
- *News Harvest* (monthly) - 5,500+