



DELMARVA POULTRY INDUSTRY, INC.

16686 COUNTY SEAT HIGHWAY • GEORGETOWN, DELAWARE 19947-4881
PHONE: 302-856-9037 E-MAIL: dpi@dpichicken.com
www.dpichicken.org

June 30, 2020

Dear DPI allied business member,

Thank you for being an allied business member of the Delmarva Poultry Industry, Inc. We are excited to share with you an opportunity to be part of DPI's *virtual* National Meeting on Poultry Health, Processing and Live Production, scheduled for September 28 – 30, 2020. We are moving this much anticipated event online and we want you to be part of it.

Last year's meeting boasted over **500 attendees** from across the United States, including poultry company representatives, government officials, university extension and research faculty and other business members of the poultry community. This year the meeting will feature four sessions and more than 20 speakers addressing topics such impacts from COVID, poultry disease updates, animal welfare, managing bird health and more.

This year sponsorship packages include:

- Tons of pre-event marketing including your company name and logo leading up to the event
- Virtual event space including your company profile with links to your website
- Member Spotlight in pre-event marketing, highlighting your company/products with logos and links
- More free meeting registrations for your company employees/attendees than ever before
- Post event marketing, including *Thank You ad* in DPI in Action (dist. 1,900) and e-newsletters (dist. 1,100)
- Post event marketing with your company name and logo on our password-protected website housing all National Meeting speakers' recordings, giving you months of continued exposure
- Name and logo on screen during the meeting
- Social Media and more, including customized benefit package options

Enclosed are the sponsorship package options, describing the benefits of each package. If you are interested in being a sponsor, please complete the form, including payment, by **July 30, 2020**, to ensure you get the package you want, along with the full array of benefits and marketing exposure available.

Thank you again for all your support; we look forward to hearing from you. If you have any questions, please feel free to contact me at duffy@dpichicken.com or 302-856-9037.

Sincerely,

Maureen Duffy

Member Relations Manager
Delmarva Poultry Industry, Inc.

**2020 *VIRTUAL* NATIONAL MEETING ON
POULTRY HEALTH, PROCESSING AND LIVE PRODUCTION
SPONSORSHIP PACKAGES & BENEFITS**

	Platinum Sponsor \$3,500	Session/Panel Sponsor \$2,000 (11)	Gold Sponsor \$1,000	Flock Supervisor Lunch Sponsor \$500
FREE Registrations for full meeting	10	6	4	2
Logo prominently displayed during daily presentations	√			
Logos included in ads for event	√			
Mentions in <i>Chicken Chatter</i> Email blasts (dist. 1,100)	√			
Name mentioned in press release	√			
Sponsor Spotlight in pre-event marketing material	√	√		
Logo listed on website with company profile and link	√	√		
Logo on all Pre-Marketing Materials (dist. 775)	√	√	√	
Logos on password protected post-event page containing all webinar recordings	√	√	√	
Logo displayed during panel/session		√		
Logo displayed during breaks in agenda			√	
Logo listed on website with link			√	√
Social Media Mentions	√	√	√	√
Mentions during meeting	√	√	√	√
Follow-up 'Thank You' ad in DPI in Action newsletter (dist. 1,900)	√	√	√	√
Signage during lunch for Flock Supervisors (live)				√

Contact Maureen for customized benefit options.

**2020 *VIRTUAL* NATIONAL MEETING ON
POULTRY HEALTH, PROCESSING AND LIVE PRODUCTION
SPONSORSHIP REGISTRATION FORM**

Company Name: _____
(as you would like it to appear on promotional material)

Contact Name: _____

Address: _____

Email: _____

Business Phone: _____ Cell Phone: _____

Website: _____

Facebook Handle: _____ Twitter Handle: _____

Sponsorship Level(s): you may sponsor as many options as you choose

<input type="checkbox"/> HERE	SPONSORSHIP PACKAGE	<u>COST</u>
<input type="checkbox"/>	PLATINUM SPONSOR	\$3,500
<input type="checkbox"/>	SESSION/PANEL SPONSOR (11)	\$2,000
<input type="checkbox"/>	GOLD SPONSOR	\$1,000
<input type="checkbox"/>	FLOCK SUPERVISOR LUNCH SPONSOR (live)	\$500
<input type="checkbox"/>	OTHER	TBD

We must receive your response and payment by **July 30, 2020, for any pre-event marketing sponsors**. The final deadline for all sponsorships is September 11, 2020. For sponsorship with logos, please email your logo in a .jpeg or .png format to Maureen Duffy at duffy@dpichicken.com. Any additional sponsorship questions, please contact Maureen Duffy.

Payment Method:

Total amount due: \$ _____

Please check: Check Visa Master Card Discover American Express

Credit Card Number: _____ Exp. Date: _____ CVV: _____

Billing Address (if different than top): _____

Cardholder Name: _____

Cardholder Signature: _____

Mail registration form and checks to: Delmarva Poultry Industry, Inc., 16686 County Seat Highway, Georgetown, DE 19947.

Meeting registration information will be sent by early August. We will contact you for names of free and additional registrations at that time.