



Hello Friends:

The 2020 year presented challenges like we've never experienced before while creating disruptions and confusion that we had to navigate through. It was without any doubt a year to forget, but it will be remembered for a generation (or more). With an uncertain future, 2021 looks to provide no rest on the horizon.

A new Administration will have to address all that was deemed 'temporary' in 2020 migrant labor access, H-2A interviews, embassy approvals, travel restrictions, housing issues, COVID-19 protocols, PPE usage, trucking hours-of-service, environmental impacts, tax implications, food safety audits, employment laws, feeding programs, and other federal issues will be on the docket in 2021, in addition to addressing the on-going COVID-19 crisis and vaccines. Even a hot-potato issue like immigration reform (and others) have a better-than-average chance of happening.

Here at the NWA, we have been called-to-serve our members and strive to make a positive difference every day. We are able to do so through support on a number of levels, including our annual sponsorships, which provide the needed resources that allow us to face the challenges ahead.

In 2021, sponsorships take on a 'new' importance with the necessary cancellation of the national convention. Annual sponsorships now will become a major revenue source and a lifeline that will allow us to pursue our mission and the challenges ahead. This coming year will quickly become a critical point in our history, and what we can do to support our members will be more important than any year in recent memory.

Will you please consider becoming an annual sponsorship of the NWA for 2021? You can choose the level that suits your business best and help us to make a positive difference in the livelihoods of our members. We are counting on you! Thank you very much!

Bob Monica



ALL 2021 SPONSORSHIPS INCLUDE THESE BENEFITS:

- ✓ Your Logo displayed on our sponsor banner in *The Weekly Rind*
- ✓ Your Logo displayed on www.watermelon.ag throughout the year
- ✓ Your logo displayed in *The Vineline* magazine throughout the year

Special Considerations for upper levels of sponsorship:

- ✓ Platinum: Four (4) feature articles in *The Weekly Rind* (1 per quarter)
- ✓ Platinum: Four 'comp' ADs in *The Weekly Rind* (1 week per quarter)
- ✓ Platinum: Promotional/event social media posts (1 per quarter)

- ✓ Diamond: One (1) feature article in an issue of *The Weekly Rind*
- ✓ Diamond: Promotional/event social media posts (1 per quarter)

SPONSORSHIPS

Every commitment to the Association is a generous gift that shows your support of the NWA. It is a blessing that we work to earn every day of the year. Please select the sponsorship level that best suits your company, and join our national team.

| | |
|--|------------|
| <input type="checkbox"/> Platinum Sponsor | \$15,000 + |
| <input type="checkbox"/> Diamond Sponsor | \$10,000 + |
| <input type="checkbox"/> Gold Sponsor | \$5,000 + |
| <input type="checkbox"/> Harvesting Sponsor | \$2,500 + |
| <input type="checkbox"/> Pollinating Sponsor | \$1,000 + |
| <input type="checkbox"/> Seed Contributor | \$500 + |

Please return your commitment to the association at:

FAX (863) 619-7577

EMAIL monicam@nwawatermelon.com



2021 SPONSORSHIPS

Sponsorship Type: _____
(i.e. Platinum, Diamond, Gold, Etc.)

Sponsorship Commitment: \$ _____

COMPANY NAME: _____
(Please print as you want it to appear on signage)

CONTACT: _____

ADDRESS: _____

PHONE: _____ FAX: _____

EMAIL: _____

PAYMENT INFORMATION

Credit Card: VISA M.C. AMEX DISC

Make check payable to:
"National Watermelon Association"

Cardholder's Name _____

Send me an invoice after January 1st

Credit Card # _____

Expiration Date _____ CCV# _____

Signature _____ Date _____

Check here if you want your credit card charged in January 2021.

National Watermelon Association

190 Fitzgerald Road, Suite 3

Lakeland FL 33813

FAX (863) 619-7577

EMAIL monicam@nwawatermelon.com

THANK YOU FOR YOUR GENEROUS SUPPORT!