

43RD ANNUAL **Almond Alliance** CONVENTION

*Making It Happen*



APRIL 28 - MAY 1, 2025  
SAN DIEGO, CALIFORNIA

| 2025 |  
**SPONSORSHIP  
PROSPECTUS**

# Overview

The Almond Alliance is excited to unveil our newly designed sponsorship lineup. Our 43rd Annual Convention will be our biggest event to date. We invite you to review our sponsorship opportunities.

## PREMIER CONVENTION SPONSORS

- Nonpareil Sponsor - *Limit 1*
- Monterey Sponsor - *Limit 1*
- Butte Padre Sponsor - **SOLD**
- Carmel Sponsor - *Limit 1*
- Fritz Sponsor - *Limit 5*

## EVENT & MEAL SPONSORSHIPS

- Golf Tournament Sponsor - **SOLD**
- Golf Tournament Transportation Sponsor - *Limit 3*
- Golf Tournament Breakfast Sponsor - *Limit 3*
- Golf Tournament Lunch Sponsor - *Limit 3*
- Golf Tournament Beverage Cart Sponsor - **SOLD**
- 5K Walk Run Sponsor - **SOLD**
- 5K Walk Run T-Shirt Sponsor - *Limit 8*
- Bags and Brews Sponsor - **SOLD**
- Gala Dinner Sponsor - **SOLD**
- Keynote Speaker Luncheon Sponsor - *Limit 2*
- Continental Breakfast Sponsor - *Limit 4*
- Tuesday Cocktail Reception and Trade Show Sponsor - *Limit 3*
- Wednesday Cocktail Reception and Trade Show Sponsor - *Limit 3*
- Morning Break Sponsor - **SOLD**
- Casino Night Sponsor - *Limit 3*
- Hospitality Social Sponsor - *Limit 2*
- Breakout Session Sponsor - *Limit 2*

## EVENT MARKETING SPONSORSHIP

- Registration Sponsor - **SOLD**
- Hotel Keycard Sponsor - **SOLD**
- Lanyard Sponsor - **SOLD**
- Notepad Sponsor - **SOLD**
- Convention Bag Insert Sponsor - *Unlimited*

# PREMIER SPONSORS

## PREMIER CONVENTION SPONSORSHIPS

**NONPAREIL SPONSOR**

**Rate: \$20,000**

**Limit: 1**

### **Standard Premier Sponsorship Deliverables:**

- Prominent logo placement throughout the event
- Logo placement on convention attendee badges
- Premier sponsor logo printed on Convention Program
- Premier sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### **Unique Nonpareil Sponsorship Deliverables:**

- Yearlong half-page advertisement in the Almond Advantage
- Yearlong quarter-page advertisement in the Membership Directory
- Yearlong presenting sponsor of Almond Alert Podcast
- One [1] time cover and article in the January – February Almond Advantage
  - Content Due Date: February 20, 2025
- One [1] pre-Convention marketing eblast to Almond Alliance industry distribution list
- Two [2] Convention Registration
- Four [4] room nights at the Town and Country Resort
- Exhibition Booth with premium placement
- Reserved VIP table at the Gala Dinner

# PREMIER SPONSORS

## MONTEREY SPONSOR

Rate: \$16,000

Limit: 1

### Standard Premier Sponsorship Deliverables:

- Prominent logo placement throughout the event
- Logo placement on convention attendee badges
- Premier sponsor logo printed on Convention Program
- Premier sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Monterey Sponsorship Deliverables:

- Yearlong half page advertisement in the Almond Advantage
- Yearlong quarter page advertisement in the Membership Directory
- One [1] time cover and article in the March – April Almond Advantage
  - Content Due Date: April 17, 2025
- Two [2] Convention Registration
- Two [2] room nights at the Town and Country Resort
- Exhibition Booth with premium placement
- Reserved VIP table at the Gala Dinner

## BUTTE PADRE SPONSOR

Rate: \$14,000

**SOLD**

### Standard Premier Sponsorship Deliverables:

- Prominent logo placement throughout the event
- Logo placement on convention attendee badges
- Premier sponsor logo printed on Convention Program
- Premier sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Butte Padre Sponsorship Deliverables:

- Yearlong quarter page advertisement in the Membership Directory
- One [1] time cover and article in the May – June Almond Advantage
  - Content Due Date: June 19, 2025
- One [1] Convention Registration
- Two [2] room nights at the Town and Country Resort
- Exhibition Booth with premium placement
- Reserved VIP table at the Gala Dinner



# PREMIER SPONSORS

## CARMEL SPONSOR

Rate: \$12,000

Limit: 1

### Standard Premier Sponsorship Deliverables:

- Prominent logo placement throughout the event
- Logo placement on convention attendee badges
- Premier sponsor logo printed on Convention Program
- Premier sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Carmel Sponsorship Deliverables:

- Yearlong quarter page advertisement in the Membership Directory
- One [1] time cover and article in the July – August Almond Advantage
- Content Due Date: August 21, 2025
- One [1] Convention Registration
- Exhibition Booth with premium placement
- Reserved VIP table at the Gala Dinner

## FRITZ SPONSOR

Rate: \$10,000

Limit: 5

### Standard Premier Sponsorship Deliverables:

- Prominent logo placement throughout the event
- Logo placement on convention attendee badges
- Premier sponsor logo printed on Convention Program
- Premier sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Fritz Sponsorship Deliverables:

- Yearlong quarter page advertisement in the Membership Directory
- One [1] Convention Registration
- One [1] 5-minute presenting time slot on seminar stage during Morning Sessions
- Reserved VIP table at the Gala Dinner

# EVENTS & MEALS

## EVENTS & MEALS SPONSORSHIP

**GOLF TOURNAMENT SPONSOR**

**Rate: \$8,500**

**SOLD**

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Golf Tournament Sponsorship Deliverables:

- Logo placement on golf registration gift
- Sponsor Logo on golf promotional communications
- Sponsor Logo on signage throughout the tournament
- Recognition during the Golf Awards Ceremony and Gala Dinner
- Two [2] Golf Tournament Registrations



# EVENTS & MEALS

## GOLF TOURNAMENT BREAKFAST SPONSOR

Rate: \$3,500

Limit: 2

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Golf Tournament Breakfast Sponsorship Deliverables:

- Signage during the golf tournament and at breakfast station
- Recognition during the Golf Awards Ceremony and Gala Dinner
- One [1] Golf Tournament Registration

## GOLF TOURNAMENT LUNCH SPONSOR

Rate: \$3,500

Limit: 2

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Golf Tournament Lunch Sponsorship Deliverables:

- Signage during the golf tournament and at lunch station
- Recognition during the Golf Awards Ceremony and Gala Dinner
- One [1] Golf Tournament Registration



# EVENTS & MEALS

## GOLF TOURNAMENT BEVERAGE CART SPONSOR

Rate:\$2,500

**SOLD**

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Golf Tournament Beverage Cart Sponsorship Deliverables:

- Signage during the golf tournament and on golf carts
- Recognition during the Golf Awards Ceremony and Gala Dinner



## GOLF TRANSPORTATION SPONSOR

Rate:\$2,500

Limit: 3

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Golf Tournament Beverage Cart Sponsorship Deliverables:

- Signage during the golf tournament
- Recognition during the Golf Awards Ceremony and Gala Dinner



# EVENTS & MEALS

## BAGS AND BREWS SPONSOR

Rate: \$6,000

**SOLD**

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Bags and Brew Sponsorship Deliverables:

- Signage during the tournament
- Two [2] Event Tickets
- Ten [10] Drink Tickets



## 5K SPONSOR WALK RUN SPONSOR

Rate: \$3,500

**SOLD**

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique 5K Run Walk Sponsorship Deliverables:

- Prominent logo placement during the event
- Prominent logo placement on T-Shirt and Bibs
- Recognition during Gala Dinner
- Two [2] event tickets
- Name on Event T-Shirt



# EVENTS & MEALS

## 5K WALK RUN T-SHIRT SPONSOR

Rate: \$250

Limit 8

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique 5K Walk Run T-Shirt Sponsorship Deliverables:

- Logo placement during the 5K Walk Run Shirt
- Recognition during Gala Dinner

*Terra Nova*  
TRADING INC.

## GALA DINNER SPONSOR

Rate: \$8,000

SOLD

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Gala Dinner Sponsorship Deliverables:

- Prominent logo placement during the Gala Dinner
- Recognition during Gala Dinner
- Prominent Logo placement on dinner menu
- Two [2] Gala Dinners tickets
- Reserved VIP table during Gala Dinner

**SATAKE**

# EVENTS & MEALS

## KEYNOTE SPEAKER LUNCHEON SPONSOR

Rate: \$8,000

Limit: 2

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Keynote Speaker Luncheon Sponsorship Deliverables:

- Prominent logo placement during the Keynote Luncheon
- Recognition during Keynote Luncheon
- Two [2] Keynote Luncheon tickets
- Reserved VIP table during the Keynote Luncheon

## CONTINENTAL BREAKFAST SPONSOR

Rate: \$5,000

Limit: 4

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Continental Breakfast Sponsorship Deliverables:

- Signage during breakfast on Wednesday and Thursday
- One [1] Gala Dinner event ticket
- One [1] Convention Registration

# EVENTS & MEALS

## TUESDAY COCKTAIL RECEPTION AND TRADE SHOW SPONSOR

Rate: \$3,500

Limit: 3

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Keynote Speaker Luncheon Sponsorship Deliverables:

- Signage during Tuesday Cocktail Reception
- Recognition during the event
- Sponsor's logos on event drink tickets
- Ten [10] extra drink tickets
- One [1] Convention Registration



## WEDNESDAY COCKTAIL RECEPTION AND TRADE SHOW SPONSOR

Rate: \$3,500

Limit: 3

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Wednesday Cocktail Reception and Trade Show Sponsorship Deliverables:

- Signage during Wednesday Cocktail Reception
- Recognition during the event
- Sponsor's logos on event drink tickets
- Ten [10] extra drink tickets
- One [1] Convention Registration



# EVENTS & MEALS

## MORNING BREAK SPONSOR

Rate: \$2,000

**SOLD**

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Morning Break Sponsorship Deliverables:

- Prominent signage during Wednesday and Thursday's morning breaks



**BORRELLUSA**



## WEDNESDAY HOSPITALITY SOCIAL SPONSOR

Rate: \$3,500

Limit: 2

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Hospitality Social Sponsorship Deliverables:

- Signage during Wednesday's Hospitality Social
- Recognition during the Gala Dinner
- Sponsor's logos on event drink tickets
- Ten [10] extra drink tickets



# EVENTS & MEALS

## CASINO NIGHT SPONSOR

Rate: \$3,500

Limit: 3

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Hospitality Social Sponsorship Deliverables:

- Signage during Thursday's Hospitality Social
- Recognition during the Gala Dinner
- Sponsor's logos on event drink tickets
- Ten [10] extra drink tickets
- Logo on poker chips and gaming signage

## BREAKOUT SESSION SPONSOR

Rate: \$1,000

Limit: 2

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Breakout Session Sponsorship Deliverables:

- Signage during the Huller Sheller or Government Relations Breakout Meeting
- Recognition during meeting's ongoing promotion
- 5 Minute Introduction during meeting
- Opportunity to present item (brochure/swag) on meeting tables

The logo for Revolution, featuring a stylized blue 'R' icon followed by the word 'revolution' in a bold, lowercase, blue sans-serif font with a registered trademark symbol.

# EVENT MARKETING

**REGISTRATION SPONSOR**

**Rate: \$8,500**

**SOLD**

## Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

## Unique Registration Sponsorship Deliverables:

- Logo prominently displayed on registration bags [sponsor to provide]
- Signage displayed at the Registration Desk throughout the convention
- Logo prominently displayed on convention registration communications
- Two [2] convention registrations



**HOTEL KEY SPONSOR**

**Rate: \$8,500**

**SOLD**

## Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

## Unique Hotel Key Sponsorship Deliverables:

- Company logo exclusively displayed on attendee's hotel keycards
- Two [2] Convention Registration



# EVENT MARKETING

## LANYARD SPONSOR

Rate: \$5,500

**SOLD**

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Opportunity to provide a promotional item and/or brochure in registration bag
- Promotion and logo exposure to Almond Alliance members
- One [1] social media sponsorship promotion post

### Unique Morning Break Sponsorship Deliverables:

- Company logo on convention lanyard
- One [1] convention registration



## NOTEPAD SPONSOR

Rate: \$3,500

**SOLD**

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Promotion and logo exposure to Almond Alliance members
- Opportunity to provide a promotional item and/or brochure in registration bag

### Unique Convention Notepad Sponsorship Deliverables:

- Sponsor's logo prominently displayed on the cover of each notepad distributed to attendees. (notepads to be supplied by sponsor)
- Each attendee receives a notepad during Morning Sessions, ensuring high visibility for the sponsor.





# EVENT MARKETING

## CONVENTION BAG INSERT

Rate: \$500

### Standard Sponsorship Deliverables:

- Logo placement on rotating screens at the Registration Desk
- Sponsor logo printed on Convention Program
- Sponsor logo placement on Convention Website
- Promotion and logo exposure to Almond Alliance members

### Unique Convention Bag Sponsorship Deliverables:

- Opportunity to provide a promotional item and/or brochure in registration bag

