



If you believe, belong.

# **7th Annual ASA Soy Social and Auction**

**March 1, 2012  
Gaylord Opryland Hotel  
Nashville, Tennessee**

## **Corporate Sponsor Packet**



**The ASA Soy Social and Auction is a great opportunity for soybean producers and industry partners to celebrate our accomplishments and strengthen our relationships!**

**Soy Social and Auction Facts:**

- **Total People Attended:**  
**More than 400**
- **Total Bidders:** **More than 300**
- **Total Silent Auction Items:**  
**More than 60**
- **Total Live Auction Items:**  
**More than 40**



**A Memorable Evening of:**

- **Social Networking**
- **Auction Excitement**
- **Successful Fundraising**



If you believe, belong.

Dear Corporate Supporter:

The American Soybean Association (ASA) is conducting its Seventh Annual Soy Social and Auction on Thursday, March 1, 2012 at the Commodity Classic in Nashville, Tennessee. The theme for the Soy Social and Auction is "Nashville Nights and Sights" and we are asking you to join us for an exciting and rewarding event.

The Soy Social and Auction offers a great opportunity for grower members and industry partners to celebrate our accomplishments and strengthening our relationships. As one grower commented, "It's a fantastic evening and we've got a lot of people coming in and the crowd's always energetic and having a lot of fun."

In 2011, ASA again set records for attendance, bidders and funds raised and we are looking to make the 2012 event even better. **A new feature for the 2012 Soy Social and Auction is an exclusive Online Auction for ASA members.**

ASA is asking you to partner with us by sponsoring and donating an item for the auction. ASA has many new opportunities for you to promote your company to more than 400 of the U.S.'s top soybean producers. The new opportunities include:

- "Premiere" Auction Sponsor
- VIP Seating Sponsor
- "First Sighting" Party Sponsor
- Commemorative Hat Auction Sponsor
- Buffet and Beverage Sponsors
- Silent Auction Tables Sponsor

Each of these sponsorship opportunities offer special benefits and sponsor recognition based on specific packages (see attached Corporate Sponsor Opportunities). In addition, all sponsors receive the following as a way to say thank you for your involvement:

- Recognition in *ASA Today* newsletter article about Soy Social and Auction (distribution of 21,000)
- Sponsorship announcement posted on ASA website and social media outlets (Facebook and Twitter)
- Recognition in *ASA Weekly Leader Letter* newsletter articles about Soy Social and Auction (distribution of over 12,000)
- Recognition on tabletop signage at the Soy Social and Auction

Please help ASA make the Soy Social and Auction a success and help us celebrate our industry. ASA will be in touch with you in the next several weeks. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Bob Henry". The signature is written in a cursive, flowing style.

Bob Henry  
ASA Director and Kansas Soybean Grower  
Auction Chair

# 7th Annual ASA Soy Social and Auction

## MULTIPLE SPONSOR OPPORTUNITIES

### Premiere Sponsor

#### Sponsor Benefits:

- Five (5) complimentary registrations
- Your company wall banner in the Soy Social and Auction room
- Signage displayed on auctioneer's stage
- A full-page advertisement in the ASA Soy Social and Auction program booklet
- Recognition on continuous playing PowerPoint at the ASA Soy Social and Auction
- Signage at your exhibit booth promoting your support for ASA



Sponsorship Level: \$5,000

### Buffet and Beverages

#### Sponsor Benefits:

- Two complimentary registrations to Soy Social and Auction
- Signage at food and bar areas
- Recognition in ASA Soy Social and Auction Program Booklet
- Recognition on continuous playing PowerPoint at the ASA Soy Social and Auction



Sponsorship Level: \$2,500

### Silent Auction Tables

#### Sponsor Benefits:

- One complimentary registration to the Soy Social and Auction per sponsored table
- Signage at selected tables
- Recognition in ASA Soy Social and Auction program booklet
- Recognition on continuous playing PowerPoint at the ASA Soy Social and Auction



Sponsorship Level: \$1,000  
Per Table

# 7th Annual ASA Soy Social and Auction

## SINGLE SPONSOR OPPORTUNITIES

### VIP Seating Area

#### Description:

This is an “exclusive” seating area to be auctioned off online prior to the ASA Soy Social and Auction. The winning bidder will be able to bring a party of 10 people to his/her VIP seating area (12 people total). The VIP seating area will be on a raised platform with special lounge seating and its own private servers.

#### Sponsor Benefits:

- Receive two complimentary registrations to ASA Soy Social and Auction
- Two representatives from your company will be able to join winning bidder and guests
- Exclusive signage at VIP Seating area
- Sponsor logo on special pass for VIP winning bidder and guests
- Recognition in Soy Social and Auction program booklet
- Recognition on a continuous playing PowerPoint at the Soy Social and Auction

Sponsorship Level: \$4,000

### “First Sighting” Party

#### Description:

This is a special early viewing limited to the first 50 individuals to register for this option. The First Sighting Party begins 45 minutes prior to general admission. Participants are first to view auction items and select seating, as well as early access to the buffet line prior to opening the doors to general admission.

#### Sponsor Benefits:

- Two complimentary registrations to attend the First Sighting Party and the Soy Social and Auction
- Recognition in ASA Soy Social and Auction program booklet
- Recognition on a continuous playing PowerPoint at the Soy Social and Auction
- Sponsor logo on special pass for early viewing participants

Sponsorship Level: \$2,000

### Commemorative Hat Auction

#### Description:

Ten Limited Edition Commemorative Hats will be auctioned off with winning bidders entered in a special drawing giving them a 1 in 10 chance to win a luxury trip for two.



#### Sponsor Benefits:

- One complimentary registration to Soy Social and Auction
- Company logo on the side or back of each hat
- Group photo opportunity with 10 winning bidders
- Recognition in ASA Soy Social and program booklet
- Recognition on a continuous playing PowerPoint at the Soy Social and Auction

Sponsorship Level: \$1,000

# SPONSORSHIP RESPONSE FORM



## American Soybean Association Presents Seventh Annual Soy Social and Auction “Nashville Nights AND SIGHTS”

Thursday, March 1, 2012 6:30 p.m.-9:00 p.m.

Gaylord Opryland Hotel  
Nashville, Tennessee

**Yes, I would like to be a sponsor of the ASA Soy Social and Auction. I would like our company/association to sponsor the following:**

### Multiple Sponsor Opportunities

Premiere Sponsor (\$5,000) \_\_\_\_\_  
 Buffet and Beverages (\$2,500) \_\_\_\_\_  
 Silent Auction Tables (\$1,000 Per Table) \_\_\_\_\_

### Single Sponsor Opportunity

VIP Seating Area (\$4,000) \_\_\_\_\_  
 First Sighting Party (\$2,000) \_\_\_\_\_  
 Commemorative Hat Auction (\$1,000) \_\_\_\_\_

Name (Print)	
Title	
Company/Association	
Address	
City	
State and Zip	
Phone	
E-Mail	

### Payment Method:

- Check is enclosed: \_\_\_\_\_
- Please invoice: \_\_\_\_\_

Please fax this form to Byron Keelin at 314-576-2786 or e-mail to [bkeelin@soy.org](mailto:bkeelin@soy.org). For additional information about Soy Social and Auction sponsorship opportunities, please contact Byron Keelin at 314-754-1355.

Please make checks payable to:  
 American Soybean Association  
 Attention Byron Keelin  
 12125 Woodcrest Executive Drive  
 Suite 100  
 St. Louis, MO 63141

**American Soybean Association Presents  
Seventh Annual Soy Social and Auction  
“Nashville Nights AND SIGHTS”  
Thursday, March 1, 2012 6:30 p.m.-9:00 p.m.  
Gaylord Opryland Hotel  
Nashville, Tennessee**

**You are invited** to a fun-filled evening at the Seventh Annual Soy Social and Auction. There will be a buffet dinner immediately before the auction begins so you can meet your friends and have dinner while deciding on which items to bid on.

**Admission is \$85 per person at the door—this includes a buffet dinner along and three (3) drink tickets per person.**

**Register early and save \$10 per person.** Fax registration to: 314.576.2786

Name (Print)		<b>Bid Card #</b> _____ (office use only)
Occupation (Required)		
Employer (Required)		<b>Payment Type (Check One)</b>  Check _____ MasterCard _____ VISA _____ AmEx _____ Discover _____
Address		
City		
State and Zip		
Phone		
E-Mail (Required)		

Auction Registration:  
**Pre-register (number attending) \_\_\_\_\_ at \$75 each =** \$ \_\_\_\_\_  
**Name of additional Registrants** \_\_\_\_\_  
 (If registering more than two people attach a separate sheet with Names, Titles and E-mail address)

**Special Event Opportunity**  
 “First Sighting” Party is a special 45-minute preview party to view auction items and select seating as well as early access to the buffet line prior to general admission. The First Sighting party is limited to 50 people. Purchase tickets to this preview party while tickets are available.  
 (Must register for the Soy Social and Auction in order to purchase tickets to First Sighting Party.)  
**\$50.00 per person: Number of People Registering** \_\_\_\_\_ \$ \_\_\_\_\_

Additional Donation: _____ \$50 _____ \$100 _____ \$250 _____ \$400	Additional Donation	\$ _____
Total all Lines:		\$ _____

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
 Name on Credit Card (print): \_\_\_\_\_  
 Signature: \_\_\_\_\_

**Must sign in order to process registration**

**NOTE:** Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and the name of the employer of individuals whose contributions exceed \$200 in a calendar year.

**Please do NOT use a corporate/farm account check. According to federal rules, SoyPAC cannot accept corporate/farm account contributions.**

Please make checks payable to:  
 SoyPAC  
 12125 Woodcrest Executive Drive  
 Suite 100  
 St. Louis, MO 63141

Pre-registrations can be mailed or faxed to ASA by Wednesday, February 22, 2012. Commodity Classic attendees will still be able to purchase pre-registration tickets at the ASA Soy Social and Auction table near the Commodity Classic Registration Desk.