



San Joaquin CWA
Annual Convention 2021
P.O. Box 31334
Stockton, CA 95213

December 18, 2020

Dear CWA Supporter:

As a valued member of the California Agriculture community, we invite **you** to support California Women for Agriculture (CWA) Annual Convention and Statewide Meeting taking place virtually the weekend of January 29-31, 2021.

If you are not familiar with CWA, the goals of the organization are to empower members to speak on behalf of agriculture in an intelligent, informative, direct and truthful manner; to keep CWA members informed on legislative activities pertaining to agriculture; to join forces when the need arises to deal with agricultural challenges; and to improve the public images of farmers and develop rapport within agricultural communities throughout the state. The 2021 Convention will help us advance these goals and make CWA a stronger partner and advocate for our state's agriculture industry. We hope you will consider supporting the event.

This year's convention theme is ***Stronger Together-Still Standing Tall***. Throughout the convention, we will be celebrating California's agriculture and looking forward to what is on the horizon for our industry. Our motto is "if you eat food and wear clothes you are involved in agriculture." Our motto is key to our mission to educate, promote, and advocate for agriculture.

During the convention, CWA members will engage in discussion on current issues and challenges affecting agriculture, as well as celebrate our next generation of officers led by our President Rose Tryon VanCott. Attendees will hear from a diverse panel of guest speakers including Dr. Frank Mithloener, Friant Water Authority CEO Jason Phillips and the ***Cowboy Ninja***. Members will also participate in workshops focused on **membership and leadership development**. In addition, members will have the opportunity to participate in virtual tours showcasing local agriculture within Merced Stanislaus and San Joaquin County.

We will be celebrating our event and introducing our incoming 2021 state officers, including President Rose Tryon VanCott, the morning of **January 31st**. The entire event will be held virtually on the Whova virtual conference and event management platform, allowing all participants an opportunity to socialize and connect with other members in the agricultural industry.

We would be honored to list you among our key sponsors and supporters. Enclosed is a summary of the opportunities for support. We have also enclosed information about being a non-sponsor exhibitor. CWA is a 501(c)5, non-profit trade organization. We hope you will agree that supporting CWA is a valuable use of your resources. I look forward to receiving your response.

Best regards,

Christina Beckstead
North Central District Director
Representing: Merced, Stanislaus and San Joaquin Counties





United Together \$1,000

Ten (10) Annual Convention Registrations
Introduction of Sponsor Representative during Convention
Custom logo placement throughout the event and a virtual booth space
Listed as a key sponsor in printed media and public outreach
Special recognition as a premium sponsor during event
Opportunity for literature and product distribution within Annual Convention Registration packages
Logo recognition on all event materials including printed program

Great Together \$500

Six (6) Annual Convention Registrations
Custom signage placement during event and a virtual booth space
Listed as a key sponsor in printed media and public outreach
Special recognition as a key sponsor during event
Opportunity for literature and product distribution within Annual Convention Registration packages
Logo on all event materials including printed program

Building Together \$250

Four (4) Annual Convention Registrations
Virtual booth space
Special recognition as a key sponsor during event
Opportunity for literature and product distribution within Annual Convention Registration bags
Name on all event materials including printed program

Supportive Together

Sponsorship tailored to your specific needs and capacity –in-kind donation of production, such as wine or food, of services, such as transportation, auction items. Select this option and we will contact you to discuss your support. In addition, if you are interested in underwriting a specific activity or components during the Convention, please select this option.



California Women for Agriculture
Convention 2021
Sponsorship Agreement

Affiliation / Company: _____

Contact name: _____

Phone: _____ Email: _____

Billing address, City, Zip Code _____

Signature: _____ Date: _____

My sponsorship check is enclosed in the amount of \$ _____

Please send me a receipt for my sponsorship

Please send me an invoice for my sponsorship

Please make checks payable to

San Joaquin CWA-Annual Convention

Please send completed sponsorship form, agreement, and all checks by January 5, 2021 to:

San Joaquin CWA
Annual Convention 2021
P.O. Box 31334
Stockton, CA 95213

Please contact Christina Beckstead at (209) 658-4548 or email christinabeckstead@gmail.com if you have any questions.



Annual Convention & Statewide Meeting
January 29-31, 2021

Virtual Exhibitor Booth Registration

Here's an opportunity to showcase your business! This year's CWA Virtual Annual Convention will feature a virtual exhibitor trade show. Convention attendees will be able to access your booth before, during and after the actual convention. All registrants* will receive the following:

- Customizable Whova Exhibitor Profile Page
 - Logo
 - Contact info
 - Description
 - Product video
 - Handouts
- Live Mobile Engagement Opportunities
 - Raffle
 - Giveaways
 - Coupons
- In-app Messaging with Attendees
- Live Product Demos

Cost: \$25 CWA Chapters/\$50 CWA Individual Members/\$100 Company/Others

2021 CWA Convention Virtual Exhibitor –

To reserve your booth space, email the following information to MercedCWA@gmail.com by 1/10/21

**Personal businesses (i.e. Tupperware, Scentsy, Rodan+Fields, etc.) will be limited to 1 each, first come (request & paid), first serve.*

Company: _____ Circle: CWA Chapter/ CWA Member/ Company

Name: _____ Chapter: _____

Email: _____ Phone: _____

Business Description: _____

