

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Daugherty Water for Food Global Institute
Literature

Daugherty Water for Food Global Institute

2020

**2020 SPONSORSHIP OPPORTUNITIES. LINCOLN, NEB., USA, OCT.
7-9, 2020**

Follow this and additional works at: <https://digitalcommons.unl.edu/wfflit>



Part of the [Agriculture Commons](#), [Environmental Monitoring Commons](#), [Hydrology Commons](#), [Natural Resource Economics Commons](#), [Natural Resources Management and Policy Commons](#), [Sustainability Commons](#), and the [Water Resource Management Commons](#)

This Article is brought to you for free and open access by the Daugherty Water for Food Global Institute at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Daugherty Water for Food Global Institute Literature by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

PAST SPONSORS/PARTNERS



ABOUT THE ROBERT B. DAUGHERTY WATER FOR FOOD GLOBAL INSTITUTE

In 2010, the Robert B. Daugherty Foundation established the Water for Food Institute at the University of Nebraska to address the global challenge of achieving food security with less stress on water resources through improved water management in agricultural and food systems. We are committed to ensuring a water and food secure world while maintaining the use of water for other human and environmental needs. Participants in the 2020 Water for Food Global Conference will contribute to this important work.

Nebraska is a global food producer, irrigating more cropland than any other state in the U.S., and is the steward of vast water resources, including the more than 2 billion acre feet of water in the High Plains Aquifer that lies beneath the state. This expansive natural laboratory, combined with the knowledge and dedication of Nebraska's farmers and ranchers and the expertise of the University of Nebraska faculty who work in the areas of water and food both locally and globally, make the state the ideal site for the Water for Food Institute and the global conference.

Visit waterforfood.nebraska.edu to learn more.

Contact: Molly Nance, Director of PR & Communications, mnance@nebraska.edu



2020 SPONSORSHIP OPPORTUNITIES

LINCOLN, NEB., USA | OCT. 7-9, 2020

The Water for Food Global Conference convenes leading international experts and organizations to focus on achieving global water and food security.

"Cultivating Innovation: The Next Decade," will include keynote speakers, sessions, interactive learning and networking opportunities. The conference also celebrates the 10 year anniversary of the Daugherty Water for Food Global Institute, headlining a week of water and food security-related activities.

Topics include:

- Research and Technology Innovation
- Policy/Management Tools and Best Practices
- Capacity Development/Youth and Students
- Water Quality and Public Health
- Climate Change and Ecosystems
- Women for Water and Food
- Nutrition and Health
- Entrepreneurship

go.unl.edu/WFGC



WHO YOU'LL MEET

Join an esteemed group of passionate leaders exploring areas of collaboration to resolve the complex issues of ensuring the quality and sustainability of our global water and food supplies. More than 500 participants from around the world are expected to attend the conference, with global participation via live web streaming, providing an excellent opportunity to showcase your support of research and programs to improve water and food security. Conference attendees are highly motivated and receptive to learning more about the services of valued sponsors. You will meet:

- University administrators, researchers, graduate and undergraduate students
- Government agency directors from the U.S. and other countries
- International organizations focused on water and agricultural issues
- Private industry executives and managers
- Regulatory and governmental policy makers
- Farmers and ranchers
- Foundation leaders and private donors
- Water and Agricultural ministers
- Venture capital businesses
- Small business owners and entrepreneurs
- Non-profit directors and community organizers
- News media members
- Interested public

AS A CONFERENCE SPONSORSHIP PARTNER,

YOU WILL:

- Increase awareness of your products and services with national and international leaders and decision-makers
- Interact with researchers, business leaders, government agency directors, non-profit managers, farmers, students, philanthropists and entrepreneurs
- Maximize customer acquisition and retention
- Learn about the latest technology, developments and trends in water and agricultural productivity
- Build your brand as a leading resource for water and food security solutions
- Help shape the future with a community of exceptional people who share our mission





	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000	Supporter \$2,000	Exhibitor \$500
Water for Food Global Conference onsite recognition:						
Introductory keynote address or presentation	✓					
Customized social media recognition	✓					
Logo displayed on 40-foot video monitor in main auditorium	✓					
Company rep or speaker of choice for luncheon keynote or as a panelist	✓	✓				
Company promo video opportunity in registration area	✓	✓	✓			
Logo displayed in registration area	✓	✓	✓	✓		
Listing on sponsorship recognition signage	✓	✓	✓	✓		
Exhibit booth during conference	✓	✓	✓	✓	✓	✓
Water for Food Global Conference promotion deliverables:						
Platinum partnership recognition in all conference communication	✓					
Customized social media recognition	✓					
Conference announcements	✓	✓				
Ad in conference sponsorship materials	✓ Full-page	✓ Full-page	✓ Half-page	✓ Half-page		
Logo in conference program, print and electronic media	✓	✓	✓	✓		
Logo in conference proceedings	✓	✓	✓	✓		
Company name in conference materials and proceedings	✓	✓	✓	✓	✓	✓
Water for Food Global Conference registrations:						
Complimentary registrations	6	4	3	2	1	1
Side event hosting	✓*	✓*	✓*	+\$500	+\$500	

* Sponsors at platinum, gold and silver levels may work with DWFI staff to develop a customized sponsorship package within the listed investment levels. For example, an organization may choose to host a video-recorded Conference Conversation, or lead an off-site visit to their facility or test plot. There are many ways to engage participants and share information about your company's services. Let's share ideas!

NETWORKING EVENTS: ADDITIONAL SPONSORSHIP OPPORTUNITIES

Conference Community Event Sponsor — \$20,000

Wednesday evening | Oct. 7, 2020

This educational celebration of local, national and global partners serving our collaborative mission to achieve water and food security for our world will feature keynote speaker Louise Mabulo. Mabulo is an award-winning chef, entrepreneur, agriculture advocate, public speaker, and competitive archer. She promotes sustainable agriculture and farm-to-table cuisine and was recently awarded as a Young Champion of the Earth by United Nations Environment Programme. From the United Kingdom, Louise migrated to a rural area in the Philippines, where she runs her own farm and Culinary Lounge. She established her venture, The Cacao Project, promoting sustainable agriculture, while providing farmers with a disaster-resilient, high income livelihood. Other participants will include local area farmers, food security and distribution organizations, community partners and small businesses.

Luncheon Sponsor — \$15,000

Three sponsorships available

This luncheon and keynote is a valuable opportunity to introduce your company to the entire conference audience and build goodwill through your support of the conference and lunch. Your company representative may share a short video or presentation about your work and introduce the speaker. This sponsorship includes all the benefits of the Silver level, as well.

Water for Food Poster Competition Sponsor — \$5,000

Support the work of young researchers who will share their water for food research through a juried poster competition.

Photography Competition Sponsor — \$2,500

A world without water or food security can be seen in arid deserts that used to be farms, or in a wagon full of produce without a market in which to sell them. The Water for Food photography contest will illustrate the obstacles, and opportunities, in this global challenge.

Multi Media Exhibit Sponsor — \$2,500

The conference will showcase creative works in all types of media — from video to infographics to stories to textiles — that explore the complex issues surrounding water and food security.



2019 ATTENDEES

400+ Attendees » 16 Countries » 25 US States/Territories

- Farmers
- Students
- Academics
- Non-governmental organizations
- Government agencies
- Non-profits
- Private sector organizations

