

ASA EMERGING LEADERS SPONSORSHIP VALUE PROPOSITION GUIDING PRINCIPLES

1 October 2022

OVERVIEW

1. Project Background and Description

i This project was identified as a key component of the ASA Emerging Leader's strategic plan by the ASA Emerging Leaders group in March 2022. This project aims to develop a sponsorship value proposition to bring new funding into ASA Emerging Leaders to grow and develop the program.

2. Project Purpose/Objectives

i The purpose of this project is:

- To bring new funding into the ASA Emerging leader's program
- To raise awareness about ASA Emerging Leaders, its purpose and its goals, by establishing an individual identity for Emerging Leaders as a tangential entity to ASA
- To create a clear identity and message to encourage sponsor support, and let sponsors know the value and benefits of sponsorship

3. Project Scope

i This project builds on the ASA Emerging Leaders committee's clearly articulated purpose, deliverables, and pillars to market ASA Emerging Leaders and bring new funding into the program by identifying sponsors with shared values, purpose, and ideals to build strong, bilateral partnerships and secure long-term funding.

This will involve the creation of a framework for identifying, interacting with, and building relationships with sponsors, including, but not limited to the creation of:

- appropriate brand and marketing materials (aligned with preexisting ASA content)
- a working list of preferred sponsors
- a high-level timeline to engage sponsors around key events in the ASA Emerging Leaders calendar.

Based on all the above, Emerging Leaders representatives will work to build meaningful relationships with identified sponsor candidates.

4. Deliverables

i A document detailing:

- The ASA Emerging Leaders' brand: Including identified why (purpose), how (initiatives and projects), and what (pillars) - to be very clear on who ASA Emerging Leaders is when talking to potential sponsors
- Creation of a narrative to highlight benefits for sponsors, both why it is important to support the Emerging Leaders and what specifically their support delivers (to Emerging Leaders and agriculture/agshows and to the sponsor)

Publication of the Emerging Leaders brand identity as part of the ASA Emerging Leaders' web presence

A working list of preferred sponsors, agreed upon by the ASA Emerging Leaders committee

A timeline and/or action plan to build sponsor connections in line with key events across the ASA Emerging Leaders calendar

5. Implementation Plan and Timeline

i Months 1-2:

- *Identify a broad list of potential sponsors for Emerging Leaders committee review. When identifying sponsors, consider what would make supporting ASA Emerging Leaders compelling to these sponsors, how sponsoring ASA Emerging Leaders would fit to their values or to their mission and vision.*
- *Create a document about Emerging Leaders that can be shared with sponsors with some/all of the following elements (pull details from existing ASA Emerging Leaders content, e.g., the recently completed strategic plan):*
 - *History of the ASA Emerging Leaders, why the committee was created*
 - *Who the ASA Emerging Leaders are and what they are striving to be ("deliverables")*
 - *The ASA Emerging Leaders' purpose and pillars*
 - *Who are the members of the ASA Emerging Leaders committee (with photos)*
 - *What the ASA Emerging Leaders are working on (projects/initiatives that illustrate the importance of the Emerging Leaders)*
 - *What is the reach of the ASA Emerging Leaders (e.g., number of NextGen committees and members represented, member growth figures, member engagement, events, event attendance, event demographics, etc.)*
 - *ASA Emerging Leaders achievements, awards, recognitions*

Months 3-4:

- *Narrow the list of sponsorship candidates, to home in on preferred sponsors – consider using a matrix of their capacity to support ASA Emerging Leaders (large \$ amount/small \$ amount) and likelihood to contribute. Starting with high capacity and high likelihood, create an ordered list of potential sponsors to approach. Confirm sponsor targets with ASA Emerging Leaders committee.*
- *Research top potential sponsors, determine what messaging about ASA Emerging Leaders would resonate most with each sponsor. What problem could sponsoring ASA Emerging Leaders solve for them, e.g., ability to support the communities where they operate, creating a strong future workforce pipeline by supporting ASA EL (who use the sponsor funds to outreach to youth interested in ag), getting their name out to the demographics attending the event they are sponsoring, supporting ASA EL means supporting their values of sustainable ag, etc.*
 - *Create a specific page per individual sponsor to link how sponsoring ASA EL solves their problems and/or aligns with their mission, vision, values, etc. Add this to the document created in months 1-2.*
 - *Create another page(s) describing what their sponsorship means –how it will help the ASA Emerging Leaders and the members/youth they support and what sponsors get in return for their sponsorship dollars (brand visibility & exposure, signage, audience reach numbers & demographics, opportunity to showcase their products or services, etc.)*
- *Develop a high-level timeline to engage sponsors around key events on the ASA Emerging Leaders calendar.*
 - *Identify major events, gatherings, and other notable occasions for the ASA Emerging Leaders committee and NextGen groups – for sponsorship, and/or sponsor attendance & participation*
 - *Factor in ongoing projects*
 - *Using the marketing documents developed across months 1-4, publish abridged versions as part of the ASA Emerging Leaders web presence. Portions of this content can also be broken into short, punchy social media posts where appropriate.*
- *OPTIONAL: Design a supplementary social media and email marketing strategy: (as a part of the strategy developed in relation to the ASA Communications Channel) to create a cohesive, digital presence for ASA*

Emerging Leaders, allowing sponsors to get an idea of the ASA Emerging Leaders brand and benefits of sponsorship through the ASA Emerging Leaders web presence

- *This content can be very much or entirely in line with the Communications general social media strategy. Sponsor-focused content could encompass ASA Emerging Leaders news and events, and celebrations of the ASA Emerging Leaders committee and achievements.*

Months 5-6:

- *Begin outreach and engagement (aligned to event timeline) for identified sponsors by:*
 - *Identifying primary and secondary connections to sponsors within the ASA Emerging Leaders group and wider ASA Emerging Leaders network*
 - *Reach out to sponsors by gathering details from their websites and social media to determine the best point of contact (focus on an individual rather than a generic brand contact)*
 - *Scoping events attended by sponsors to engage and build an organic relationship*
- *Begin drafting sponsorship agreements including items such as, but not limited to:*
 - *Operational names of all involved parties*
 - *Length and nature of the sponsorship*
 - *Termination and renewal clauses where required*
 - *Sponsor contributions and payment details*
 - *Expected benefits for sponsor*
 - *Intellectual property rights agreements (where relevant)*
 - *Exclusivity agreement (where relevant)*

Ongoing:

- *Allocate ASA Emerging Leaders Committee meeting time for progress checks, review sponsorship outreach and engagement strategy*

APPROVAL AND AUTHORITY TO PROCEED

We approve the project as described above, and authorize the team to proceed.

Name	Title	Date

Approved By

Date

Approved By

Date