



Sponsoring the Latin America Regional Forum

The WAF vision, “to empower agriculture to feed every man, woman and child on earth,” is translated through its mission to serve as a catalyst for developing action plans that meet the growing need for food, water, fiber and fuel, in a sustainable manner. Building on the success of the 2009 World Congress, the World Agricultural Forum will bring high-level decision makers together for the inaugural Latin America Regional Forum on May 12-14, 2010.

Sponsorship deadline: May 1

Benefits of Sponsorship:

Attend the Latin America Regional Forum

You will receive an invitation(s) to attend and participate in forum discussions and presentations by leading agricultural authorities from across the globe on issues that are currently affecting investments in agriculture internationally.

Enhance Dialogue with World Agricultural Leaders

While attending the event, you will have access to leaders in the agricultural industry, from higher education academia, the private sector, foundations, and non-governmental organizations. By convening the decision makers from each of these groups on an equal platform, discussions are stimulated and action plans are created to confront global and regional issues that propose solutions through investments in agriculture.

Share Information

Your organization will be invited to participate in discussions at the Regional Forum. Whether part of the formal agenda or impromptu sidebar, you will have the opportunity to converse with Forum participants in your field of expertise or newly created contacts with common interests.

Building Brand Awareness

Promote the image of your brand and the image of your senior leadership among professional peers, international media and Forum participants.

Networking

Establish connections with members of the agricultural community through meetings and conferences – both formal and informal. Foster new relationships and strengthen existing ones.

International Visibility

The Forum will provide you with a neutral and open platform to communicate your messages to a gathering of international media. As a sponsor, your organization will have the opportunity to gain international media coverage.

Sponsorship Acknowledgements

Sponsorship packages will include speaking opportunities, specific recognition at targeted events, and signage during the Forum and acknowledgement in event and take-away materials.



Becoming a Sponsor

- By becoming a sponsor, your business will gain industry exposure demonstrating your commitment to providing sustainable solutions to feeding the world's growing population while conserving natural resources.
- You will have the opportunity to interact with an impressive group of attendees, including former Prime Ministers, CEO's, NGOs and Academics responsible for setting priorities in agribusiness policy-making and investments in agriculture throughout the world. This will forge new alliances and relationships to help build connectivity between corporations, political figures, and educators. This alignment will create synergies that are more powerful and effective than individual efforts.
- This connectivity will help mold the initiatives, drive the vision of the World Agricultural Forum, and to monitor results. These results will then be passed through Congresses and Forums to build on prior resolutions.

If you or your company are interested in learning more about the benefits of sponsorship opportunities, please contact us at:

Email: ekueser@worldagforum.org

Telephone: +1 314 567 9600



Sponsorship Levels and Entitlements

Diamond Sponsorship: US\$ 25,000

- Three (3) Sponsorships Available
- Exclusive Sponsorship of Welcome Reception (5/11), Gala Dinner (5/12), or Chairman's Dinner (5/13)
- Opportunity to Select a Speaker or Participant for a Roundtable Discussion
- Three (3) complimentary registrations to the Regional Forum
- Complimentary 10x10 booth space in the exhibition area
- Name and logo on all congress materials
- Opportunity to submit an article for the WAF President's Quarterly eNewsletter
- Free logo on Forum Page of www.worldagforum.org with link to your website

Platinum Sponsorship: US\$ 20,000

- Four (4) Sponsorships Available
- Sponsorship of Specific Roundtable: Day 1 Roundtable Sponsor
- Opportunity to Select a Speaker or Participant for a Roundtable Discussion
- Two (2) complimentary registrations to the Regional Forum
- Complimentary 10x10 booth space in the exhibition area
- Name and logo on all congress materials
- Opportunity to submit an article for the WAF President's Quarterly eNewsletter
- Free logo on Forum Page of www.worldagforum.org with link to your website

Gold Sponsorship: US\$ 10,000

- Eight (8) Sponsorships Available
- Sponsorship of Specific Roundtable: Day 2 Roundtable Sponsor OR Branding of One Forum Breakfast or Lunch
- One (1) complimentary registration to the Regional Forum
- Complimentary 10x10 booth space in the exhibition area
- Name and logo on all congress materials
- Free logo on Forum Page of www.worldagforum.org with link to your website

Silver Sponsorship: US\$ 5,000

- Five (5) Sponsorships Available
- Name and logo on all congress materials
- Free logo on Forum Page of www.worldagforum.org with link to your website



| | Diamond Sponsorship | Platinum Sponsorship | Gold Sponsorship | Silver Sponsorship |
|---|--|--|---|--------------------------------------|
| Sponsorship Fee | \$25,000 | \$20,000 | \$10,000 | \$5,000 |
| Sponsorships Available | 3 | 4 | 8 | 5 |
| Speaker and Leader of group discussion | Yes | Yes | No | No |
| Corporate Branding | Exclusive Sponsorship of Welcome Reception (5/11), Gala Dinner (5/12), or Chairman's Dinner (5/13) | Sponsorship of Specific Roundtable: Day 1 Roundtable Sponsor | Sponsorship of Specific Roundtable: Day 2 Roundtable Sponsorship <i>or</i> Branding of One Forum Breakfast or Lunch | Name and Logo on all Forum materials |
| Number of Complimentary Registrations at Forum | 4 | 3 | 2 | None |
| 10 x 10 Booth at World Agricultural Forum – Latin America | Yes | Yes | Yes | No |
| Name and Logo on all Forum Materials | Yes | Yes | Yes | Yes |
| Submission of Article for the WAF President's Quarterly eNewsletter | Yes | Yes | No | No |
| Link and Logo on WAF Website | Yes | Yes | Yes | Yes |



Sponsorship Contract

The Sponsorship Contract for the World Agricultural Forum – Latin America is a binding contract as the sponsor agrees to the sponsorship policies set forth in this contract. The undersigned sponsor does hereby request sponsorship of the World Agricultural Forum – Latin America, scheduled May 12-13, 2010. The individual signing this agreement warrants that he/she has the authority to contractually bind the organization contracting for the sponsorship. Please email this form to Erin Kueser, ekueser@worldagforum.org, alternatively, fax it to +1 314.567.9603.

| Sponsoring Company | |
|--------------------|-------------|
| Primary Contact | Title |
| Organization Name | |
| Mailing Address | City/State |
| Zip/ Postal Code | Country |
| Telephone | Facsimile |
| Email | URL Address |

Please indicate the sponsorship level:

| Sponsorship Opportunities | | |
|---------------------------|------------|--------------------------|
| Diamond | USD 25,000 | <input type="checkbox"/> |
| Platinum | USD 20,000 | <input type="checkbox"/> |
| Gold | USD 10,000 | <input type="checkbox"/> |
| Silver | USD 5,000 | <input type="checkbox"/> |

| | | |
|---|--|------|
| I hereby submit this contract for sponsorship opportunities for the World Agricultural Forum - Latin America and agree to abide by the policies and procedures as outlined in the contract. | | |
| Authorized Representative | | Date |
| World Agricultural Forum Representative | | Date |

| Payment by Bank Transfer | |
|--------------------------|--------------|
| Financial Institution | US Bank |
| Bank Routing Number | 81000210 |
| Swift Code | USBKUS44IMT |
| Account Number | 152309772555 |

For more details, contact: Erin Kueser, ekueser@worldagforum.org, +1 314 576 9600

Upon receipt of a signed Sponsorship Contract and required deposit, the World Agricultural Forum will send the sponsor a Confirmation Notice for Sponsorship. No confirmation will be sent and no sponsorship will be acknowledged or promoted until the sponsor has submitted the Sponsorship Contract and required deposit.

Payment is accepted in US dollars only. World Agricultural Forum accepts credit cards, checks, and wire transfers (bank transfer).