



# NAPMM ANNUAL CONFERENCE

## SPONSORSHIP OPPORTUNITIES

NEW ORLEANS, LOUISIANA • November 1 - 4, 2021



NATIONAL ASSOCIATION OF PRODUCE MARKET MANAGERS



# NAPMM ANNUAL CONFERENCE

NEW ORLEANS, LOUISIANA • NOVEMBER 1 - 4, 2021

*Dear friends of wholesale, retail, and public markets,*

*Our annual conference will be held November 1-4, 2021 in New Orleans, Louisiana.*

*The NAPMM Annual Conference brings together professional wholesale, retail and public market leaders from around the country to participate in industry-related educational and leadership development programming, to learn best practices by visiting local markets, and offers a plethora of networking opportunities with like-minded individuals.*

*Through this valuable opportunity, industry leaders and professionals are able to share experiences, discuss issues and challenges, learn trends, and work to improve operations and best practices.*

*But our vision is greater. Our work is centered around raising the profile and value of markets on all levels... local, regional and national. To see this vision flourish, we are asking you to join us in our efforts by supporting our 2021 Annual Conference. It is our hope that you will become our partner in support of our very important efforts.*

*Greenest Regards,*

*Jim Farr  
NAPMM Board President*

## 2021

### ANNUAL CONFERENCE HOST COMMITTEE

**JIM FARR, Chair**

*Director  
Rochester Public Market*

**RICK CECIL**

*Market Manager  
R.G. Shaw Piedmont Triad Farmers  
Market*

**AMANDA V ITALE**

*Executive Director  
Central NY Regional Market Authority*

**RONNIE BEST**

*Retired Market Manager  
NC State Farmers Market*

# how we do it



## OUR MISSION

NAPMM's mission is to provide resources, leadership development, and networking opportunities for permanent retail, wholesale, and public market professionals to encourage their success and vitality on a local, regional and national level.

## OUR PROGRAMS

### RESOURCES AND EDUCATION

NAPMM provides quality education, training, support, and resources to its 100+ wholesale, retail, public market members and collaborating partners around the nation. Membership opportunities include industry-related educational programming, annual conferences and regional meetings, information and document sharing, certification programs, and conducting research studies, such as a recent wage study.

### LEADERSHIP DEVELOPMENT

Focusing on leadership, change, and innovation, our leadership workshops, seminars and programs take a highly integrated approach to broaden an understanding of core operations and best practices, while deepening the confidence of leadership, team development, and initiatives that generate growth.

### INDUSTRY AWARENESS

Whether it be through active participation in the World Union of Wholesale Markets, convening the USDA and United Fresh to discuss the importance of critical infrastructure that link agriculture to communities, working to spread the word about the many successes of public markets, encouraging food entrepreneurship that impacts the economy, or working to support the needs of the under-served community, NAPMM strives to educate our industry about the importance of markets and collaborate with organizations such as United Fresh to promote policies which foster continued vitality.

### NETWORKING OPPORTUNITIES

NAPMM prioritizes the importance of networking with like-minded individuals, working to support and build member organizations by organizing and hosting events that create important professional relationships. Our networking opportunities strive to lead to future opportunities, to motivate successes, and to expand industry knowledge for all involved.

## 2019 - 2021 NAPMM BOARD OF DIRECTORS

### BRAD BOOZER

*Director of Farmers Markets  
South Carolina State Farmers Market*

### WALTER CAMPBELL

*Market Manager  
New England Produce Center*

### RICK CECIL

*Market Manager  
R.G. Shaw Piedmont Triad Farmers  
Market*

### JIM FARR

*Director  
Rochester Public Market*

### MARY GOSS

*Manager of Market Operations  
Lancaster Central Market*

### CATHY MCDERMOTT

*Manager  
Rockford City Market*

### DOUG SUTTON

*Market Manager  
WNC Farmers Market*

### BRENDAN TYDINGS

*Administrator  
Genesee Valley Regional Market Authority*

### AMANDA VITALE

*Executive Director  
Central NY Regional Market Authority*

## NAPMM SUPPORT

### LINDA BEST

*Administrative Assistant, NAPMM*

**NAPMM ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES** NEW ORLEANS, LOUISIANA • NOVEMBER 1 - 4, 2021

*Your financial contributions support education, advocacy and awareness of wholesale, retail, and public markets around the country.*



	PLATINUM SPONSOR \$5,000	GOLD SPONSOR \$2,500	SILVER SPONSOR \$1,000	BRONZE SPONSOR \$500	IN-KIND SPONSOR
<b>Welcome and Presentation:</b> Sponsor will have the opportunity to welcome members and conduct a 20-minute presentation.	•				
<b>Exhibit Space:</b> Display area in high traffic area located near educational and general meeting sessions.	•	•			
<b>On-Site Signage Recognition:</b> Signage recognizing sponsorship located on-site at conference in high-traffic area.	•	•	•		
<b>Annual Handbook:</b> Sponsorship will be featured in annual membership handbook.	•	•	•	•	
<b>Recognition:</b> Verbal recognition for sponsorship by one of the speakers at the event. Sponsorship will be featured in printed conference materials.	•	•	•	•	
<b>Electronic Publicity:</b> Sponsor and hyperlink will be featured on website, through social media outlets and in an industry newsletter article.	•	•	•	•	•
<b>Public Relations:</b> Sponsor will be featured in all event public relations announcements to the press and media.	•	•	•	•	•
<b>Annual Conference Registration:</b> 2020 Annual Conference registration provided to sponsor company representative of your choice.	2	1	1		
<b>Annual Membership:</b> Annual individual membership provided to sponsor company representative of your choice.	4	2	2	1	

**If you have sponsorship questions, please contact:**

Linda Best, (919) 779-5258 or [lindabest@napmm.org](mailto:lindabest@napmm.org)



## ANNUAL CONFERENCE SPONSORSHIP APPLICATION

Thank you for your interest in partnering with us in becoming a sponsor of the National Association for Produce Market Managers Annual Conference, held November 1-4, 2021 in New Orleans, Louisiana. Please complete this form and return to [lindabest@napmm.org](mailto:lindabest@napmm.org). Your support is greatly appreciated.

### SPONSORSHIP LEVELS

- Platinum      \$5,000
- Gold            \$2,500
- Silver          \$1,000
- Bronze         \$500
- Other          \$ \_\_\_\_\_
- In-Kind
- No, we cannot participate in this year's event. Please contact us next year.

### PAYMENT OPTIONS

- Please Invoice     Check Made Payable To: National Association of Produce Market Managers (NAPMM)  
Mail to: P.O. Box 1617, Garner, NC 27529

### SPONSOR CONTACT INFORMATION

---

Business/Organization Name

---

<hr/> Contact Name	<hr/> Title
<hr/> Phone	<hr/> Email

---

Address

---

<hr/> City	<hr/> State	<hr/> Zip
------------	-------------	-----------

FOR MORE INFORMATION ABOUT OUR CONFERENCE, PLEASE VISIT OUR WEBSITE AT [WWW.NAPMM.ORG](http://WWW.NAPMM.ORG) • FEDERAL TAX ID #84-2482813





## ANNUAL CONFERENCE SPONSOR REGISTRATION FORM

Thank you for becoming a sponsor of NAPMM's Annual Conference. Based on your membership level, you may be eligible to attend the annual conference as part of your sponsorship. Please provide contact information below for the individuals that you are registering to attend the conference on behalf of your contribution.

### SPONSOR CONFERENCE REGISTRANT (PLATINUM, GOLD, SILVER LEVEL SPONSORSHIPS)

Business/Organization Name

Name

Title

Phone

Email

Address

City

State

Zip

### SPONSOR CONFERENCE REGISTRANT (PLATINUM LEVEL SPONSORSHIP)

Business/Organization Name

Name

Title

Phone

Email

Address

City

State

Zip

**Please Submit No Later Than FRIDAY, OCTOBER 1, 2021**

Please complete this form and return to [lindabest@napmm.org](mailto:lindabest@napmm.org) by the conference registration deadline above.

