



# NAPMM ANNUAL CONFERENCE

## SPONSORSHIP OPPORTUNITIES

MIAMI, FLORIDA • APRIL 30-MAY 3, 2018



NATIONAL ASSOCIATION OF PRODUCE MARKET MANAGERS



# NAPMM ANNUAL CONFERENCE

MIAMI, FLORIDA • APRIL 30-MAY 3, 2018

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

*The Florida Department of Agriculture is honored and excited to host the 2018 National Association of Produce Market Managers Annual Conference. Our annual conference will be held April 30-May 3, 2018 in Miami, Florida, which proudly serves as one of the most productive winter vegetable, citrus, sugar cane and specialty crop production areas in the nation.*

*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 2018 Annual Conference. It is our hope that you will become our partner in support of our very important efforts.*

*Greenest Regards,*

*Rose Harrell  
Board President*

*Danny Raulerson  
Florida Department of Agriculture  
and Consumer Services*

## 2018 ANNUAL CONFERENCE HOST COMMITTEE

**RONNIE BEST**  
*Market Manager  
North Carolina State Farmers Market*

**BRAD BOOZER**  
*Market Manager  
South Carolina State Farmers Market*

**HUGH BOYD**  
*Principal  
Hugh A. Boyd Architects*

**JUSTIN COTTRELL**  
*Principal, KC Commercial Realty Group  
City Market of Kansas City*

**JIM FARR**  
*Director  
Rochester Public Market*

**MICHAEL JANIS**  
*General Manager  
San Francisco Wholesale Produce Market*

**DANNY RAULERSON**  
*Chief of State Farmers Markets  
Florida Department of Agriculture  
and Consumer Services*

**KRISTINA STANLEY**  
*Recreation Supervisor  
City of Overland Park 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. We do this seven days a week, 365 days a year.

## OUR PROGRAMS

### RESOURCES AND EDUCATION

NAPMM provides quality education, training, support, and resources to its 100+ wholesale, retail, and public market members 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 AND ADVOCACY

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 influence within national, regional, state and local political, economic, and social systems and institutions.

### 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.

## NAPMM BOARD OF DIRECTORS

### BRAD BOOZER

*Market Manager  
South Carolina State Farmers Market*

### HUGH BOYD

*Principal  
Hugh A. Boyd Architects*

### RICK CECIL

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

### JUSTIN COTTRELL

*Principal, KC Commercial Realty Group  
City Market of Kansas City*

### MIMI FRITZ

*President/CEO  
Grand Rapids Downtown Market*

### ROSE HARRELL

*President  
National Association of  
Produce Market Managers*

### CATHY MCDERMOTT

*Manager  
Rockford City Market*

### DANNY RAULERSON

*Chief of State Farmers Markets  
Florida Department of Agriculture  
and Consumer Services*

### TED SPITZER

*President  
Market Ventures*

### KRISTINA STANLEY

*Recreation Supervisor  
City of Overland Park Farmers Market*

### DOUG SUTTON

*Market Manager  
WNC Farmers Market*

### GREG TISON

*General Manager  
Jacksonville Farmers Market*

### PAUL THOMPSON

*Market Manager  
Atlanta State Farmers Market*

### BRENDAN TYDINGS

*Administrator  
Genesee Valley Regional Market Authority*

## NAPMM SUPPORT

### DEB CHURCHILL

*Treasurer, NAPMM  
Property Manager  
City Market of Kansas City*

### LINDA BEST

*Administrative Assistant, NAPMM*

**NAPMM ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES**  
 MIAMI, FLORIDA • APRIL 30-MAY 3, 2018

*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.	• Full page ad in annual Handbook.	• Half page ad in annual Handbook.	• Quarter page ad in annual Handbook.	• Name and logo in annual 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> 2018 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:**

Danny Raulerson, (352) 395-4730 or [danny.raulerson@freshfromflorida.com](mailto:danny.raulerson@freshfromflorida.com)

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 April 30-May 3, 2018 in Miami, Florida. 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 #59-6563122





## 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 APRIL 9, 2018

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







**napmm**  
NATIONAL ASSOCIATION OF PRODUCE MARKET MANAGERS

SUPPORTING WHOLESALE, RETAIL, AND PUBLIC MARKETS FOR OVER 70 YEARS

