



AOWC 2018
American Oat Workers' Conference
June 19-21, 2018
Seattle, Washington, USA
C/O: Dr. Eric N. Jellen
5009 LSB, Brigham Young University
Provo, UT 84602, USA

October 27, 2017

Dear Corporate Member of the Oat Community,

On behalf of the American Oat Workers we are requesting that you consider sponsorship of the AOW Conference to be held in Seattle, Washington from Tuesday June 19 through Thursday June 21, 2018.

The AOW organization has been an important part of the North American and international oat communities since its founding in 1950. It links together researchers, industry, growers and other stakeholders, and supports the Oat Newsletter (Oatnews.org). The Statement of Purpose of the American Oat Workers Conference reads, in part, "to advance oat improvement and culture in North America and the World by providing a vehicle for the dissemination of information on current research" and "the discussion of regional and continental problems of oat improvement and integration of applicable research".

The AOWC is held only once every four years and provides an excellent opportunity for the exchange of ideas and information across all sectors. We truly appreciate the diverse group of sponsors who made the 2014 AOWC such a success, including General Mills, Quaker Foods and Snacks, Grain Millers, Prairie Oat Growers Association, North American Millers' Association, SeCan, Richardson Milling, PhytoGene Resources, and LGC Group. Past sponsors are recognized in perpetuity through Oat Newsletter archives and links (e.g. <http://aowc.ca>). Information about the 2018 AOWC conference can be accessed at: <https://oats.ce.byu.edu>

This important meeting cannot happen without corporate sponsorship from those with a stake in the sustainable development of the oat sector. Your corporate support and participation would be very much appreciated. We intend to ensure that corporate sponsorship is recognized and highly visible before, during and after the event.

The following sponsorship levels are available (USD):

Platinum Sponsor: \$8,000. Platinum sponsors will have prominent logo placement* on signage within the event venue and verbal recognition as the sponsor of one of three main conference events (the opening reception, the banquet, or the field day). In addition, platinum sponsors will receive one complimentary registration and special acknowledgement including logo placement on the program booklet and on the web site. Promotional material from Platinum sponsors can be included in the delegate packages. Three platinum sponsorships are available on a first-come first-served basis.

Gold Sponsor: \$5,000. Gold sponsors will receive recognition as sole sponsor of one breakfast, lunch or coffee break through acknowledgement of meal sponsorship, including logo placement*, in the program booklet and on the web site. Promotional material from gold sponsors can be included in the delegate packages. Seven gold sponsorships are available on a first-come first-served basis.

Silver Sponsor: \$2,500. Silver sponsors will receive special acknowledgement, including logo placement*, in the program booklet and on the web site. Promotional material from silver sponsors can be included in the delegate packages.

Sponsor: \$500. Sponsors receive acknowledgement, including logo placement*, in the program booklet and on the web site. Business cards from sponsors can be included in the delegate packages.

**Use of corporate logos and/or mention on the web site will be at the discretion of the sponsor, and will be made within one week of commitment to a sponsorship level. The web site will remain active for at least one year following the conference. The program, including sponsorship logos, will remain electronically accessible indefinitely through the Oat Newsletter online site (OatNews.org).*

Checks should be made out to “American Oat Workers Conference” and should be accompanied by a brief letter stating that it is a donation in support of the American Oat Workers. Please mail checks to:

American Oat Workers, Attention: Dr. Eric N. Jellen
5009 LSB, Brigham Young University
Provo, UT 84602, USA

Funds are being held in an organization account at a federally chartered bank. Any funds left over after meeting expenses will be turned over to the local organizing committee of the next AOW meeting.

We ask that you also send to Ann Baxter (email: Ann.Baxter@byu.edu) a corporate logo in jpg or pdf format that can be included in the program to acknowledge sponsors. We look forward to seeing you in Seattle.

Sincerely, on behalf of the American Oat Workers Executive Committee,



Nicholas Tinker, Chair



Stephen Harrison, Past-Chair