



Celebrating 100 Years of
**DR. NORMAN
 BORLAUG**

25-28 March 2014
 Cd. Obregón, Sonora, Mexico

Application form for sponsorship

SPONSORSHIP BENEFIT	DIAMOND Top event sponsor \$150K USD	PLATINUM 2 nd Level Premier Sponsor, \$100K USD	GOLD 3 rd Level Premier Sponsor, \$50K USD	SILVER Supporting Sponsor, \$25K USD	BORLAUG CIRCLE Support Pledge, \$10K USD
Branded Social Event	✓	✓	--	--	--
Mention on Invitation	FEATURED	FEATURED	✓	✓	GROUPED
Event Speaking Role	KEYNOTE INTRO + Panel	CLOSING + Panel	Panel Slot	--	--
Logo on Marketing Collateral	FEATURED	FEATURED	✓	✓	✓
Access to Attendee List	✓	✓	--	--	--
Exhibition Space	✓	✓	✓	Discounted	Discounted
Conf Email to Attendees	Pre & Post	Pre Only			
Insert into VIP Swag Bag	✓	✓	✓	✓	✓
On-Site Branding	FEATURED	FEATURED	✓	✓	LIMITED
Program Ad	FULL PAGE	½ PAGE	¼ PAGE	Discounted	Discounted
Complementary Passes	10	6	4	2	1
CIMMYT Social Media + Fan Page Post	Level 5	Level 4	Level 3	Level 2	Level 1

Level of sponsorship requested (✓)					
Organization/company full name:					
Organization/company full address:					
Contact person (Name, Email, Phone number)					
Special requests or information					

Date

Signature of the Organization/Company representative

Please provide us as soon as possible with high resolution logo of your organization / company. Please send to Jenny Nelson (j.nelson@cqiar.org) and Petr Kosina (p.kosina@cqiar.org).