

GLOBAL SORGHUM CONFERENCE

September 14 - 18, 2026

Sponsorship Prospectus



Hosted by



TEXAS TECH™

RESEARCH & INNOVATION

DAVIS COLLEGE OF AGRICULTURAL
SCIENCES & NATURAL RESOURCES

ABOUT 2026

GLOBAL SORGHUM CONFERENCE

LUBBOCK TX USA

From researchers to the private sector, the Global Sorghum Conference series was established to strengthen current partnerships, discover unique collaborations, and explore cutting-edge advancements in sorghum research.

The Global Sorghum Association (GSA) works with the host organization for each conference to ensure the continuation, further development and ultimate success of each conferences

Previous conferences convened with attendees from more than 60 countries from the international sorghum community to hear from experts, learn about the latest technologies and products in the industry, and participate in networking and professional development opportunities. The conference encompasses the entirety of the sorghum value chain while highlighting many of the key challenges for sorghum around the globe.



In 2026, the Global Sorghum Conference aims to bring the same exciting and innovative approach with an even stronger focus on merging research with industry, partnering public with private, and helping to drive practical, relevant solutions to some of the greatest challenges facing the world today.

WHY SPONSOR?

Your sponsorship supports sorghum innovation worldwide!

The international sorghum community is highly diverse and decentralized, which makes the Global Sorghum Conference a critical opportunity for private and public sector researchers, industry and rural development specialists from around the world to come together to develop innovative solutions to meet important global needs.

Sorghum's unique role as a solution and tool for conserving resources, ensuring food security, and strengthening value chains will drive the discussions and knowledge transfer throughout the conference.

The conference offers opportunities to:

- Support the global importance and benefits of sorghum.
- Get a first look at cutting-edge research from around the world.
- Meet the researchers and industry representatives responsible for crop improvements, leading production and sustainability practices.
- Listen to innovative ideas, diverse global initiatives, and areas for improvement.
- Build a network with researchers and key influencers.
- Drive messaging and awareness.

How Sponsorship Works

Conference organizers retain full discretion regarding sponsorship application acceptance and reserve the right to offer multiple companies the opportunity to sponsor the same program session or item.

PLATINUM SPONSORSHIP \$50,000 USD

5 conference registrations

Logo on venue entrances

Recognition and sponsorship of evening celebrations

Logo on airport shuttle signage and within the shuttles

Recognition before 2 general conference sessions and on website

Priority placement of 10' x 20' exhibit space

Prominent signage in main conference traffic areas

Sponsor recognition in emails to registrants leading up to and during the event.

Premium logo placement on Sorghum 2026 website, conference app, conference entry slides, digital conference venue signage and pocket guide

Sponsor recognition on conference social media channels leading up to and during the conference

GOLD

SPONSORSHIP

\$35,000 USD

4 conference registrations

Sponsorship of welcome reception

**Sponsorship of interactive art piece
(photo opportunities for conference attendees)**

Logo placement in conference shuttles

**Recognition before general conference session and on
website**

Priority placement of 10' x 10' exhibit space

Prominent signage in main conference traffic areas

Sponsor recognition in daily conference wrap up email

**Logo placement on Sorghum 2026 website, conference
app, conference entry slides, digital conference venue
signage and pocket guide**

**Acknowledgement on social media throughout the
conference**

Recognition in daily conference wrap up email

SILVER

SPONSORSHIP

\$20,000 USD

3 conference registrations

Student poster competition and oral presentation competition sponsorship

Signage at all refreshment tables

Logo placement on Sorghum 2026 website, conference app, conference entry slides, digital conference venue signage and pocket guide

Acknowledgement on social media throughout the conference

10' x 10' exhibit space

BRONZE SPONSORSHIP \$10,000 USD

2 conference registrations

Sponsorship of a tour or activity

Logo placement on Sorghum 2026 website, conference app, conference entry slides, digital conference venue signage and pocket guide

Acknowledgement on social media throughout the conference

10' x 10' exhibit space

OTHER WAYS TO CONTRIBUTE & PARTICIPATE

Exhibitor Booths (included in all sponsorship levels)

10x10 space \$1500 (USD)

Includes pipe and drape, standard 20v electricity, table and chairs

Inclusion in the List of Exhibitors within the program

Participation Sponsorship

Help support international attendees by sponsoring participation grants, which help cover registration, flight, and hotel costs.

Logo/Name included in all communications with participants receiving grants

Recognition in pocket guide and on conference slides as a contributing sponsor

Sponsor an Activity

Have an idea for an industry-led or sponsored conference activity? We welcome collaboration with industry partners to develop sessions, workshops, demonstrations, networking events, or other engagement opportunities that add value for attendees. Opportunities are available across all sponsorship levels, and our team is happy to work with you to tailor an activity that aligns with your objectives while supporting the goals of the conference. Reach out to Monica Hightower at monica.hightower@ttu.edu or Monty Christian at monty.christian@ttu.edu to discuss opportunities.

Questions or Comments

**Reach out to Monica Hightower at
monica.hightower@ttu.edu or Monty
Christian at monty.christian@ttu.edu
to discuss opportunities and answer
any questions.**



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