

2026



# Sponsorship Opportunities



## Contact:

Sydney Anderson | Program Manager  
E | [sydney.anderson@barley.idaho.gov](mailto:sydney.anderson@barley.idaho.gov)  
P | (208) 697-7236



# 2026 National Barley Yield Contest



Idaho Barley Commission  
314 South 9th Street  
Suite 300  
Boise, Idaho 83702

Dear \_\_\_\_\_,

I hope this letter finds you well. I am reaching out as the Program Manager of the National Barley Yield Contest (NBYC) to invite your company to become a sponsor of the 2026 contest season.

Following a highly successful national pilot year in 2025, which drew outstanding grower participation and industry engagement, the contest is poised for continued growth. The contest celebrates barley producers across the United States while recognizing agronomic innovation, yield excellence, and the practice that contribute to a strong and competitive barley industry.

The National Barley Yield Contest offers a unique opportunity to connect with progressive barley growers and align your brand with innovation and performance. Sponsorship support helps fund grower outreach, awards, education, and promotion of the contest while strengthening the long-term success of barley production across the United States. In return, sponsors receive visibility through contest communications, press releases, social media campaigns, website recognition, and winner promotions, while helping fund grower outreach, awards, and education. As the contest expands nationwide, sponsors also have the opportunity to showcase the equipment, seed varieties, crop protection products, fertility programs, and technologies that contribute to grower success.

We offer a variety of sponsorship levels designed to accommodate different budgets and marketing objectives. Customized and a la carte sponsorship opportunities are also available to help meet your organization's specific goals. Additionally, companies interested in supporting a malt quality component of the contest are encouraged to contact me directly to discuss partnership opportunities.

As the contest continues to evolve, we welcome industry participation through the National Barley Yield Contest Advisory Committee. Sponsors with an interest in contest development, industry engagement, or future growth opportunities are encouraged to get involved.

Thank you for considering this partnership opportunity. I would be happy to discuss sponsorship options and identify opportunities that best align with your company's goals. Please feel free to contact me at (208) 697-7236 or [sydney.anderson@barley.idaho.gov](mailto:sydney.anderson@barley.idaho.gov).

We look forward to partnering with you to recognize grower excellence, advance innovation, and continue building the premier barley yield contest in the United States.

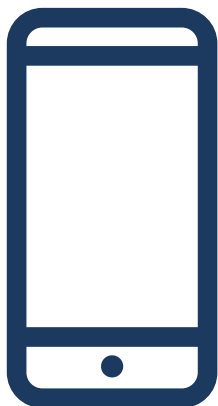
Warm regards,

A handwritten signature in cursive script that reads "Sydney Anderson".

Sydney Anderson, Communications and Programs Manager  
National Barley Yield Contest Program Manager  
Idaho Barley Commission  
Mobile: (208) 697-7236  
Email: [sydney.anderson@barley.idaho.gov](mailto:sydney.anderson@barley.idaho.gov)



# Extended Marketing & Reach



**13,468** Total views on 2025 NBYC related social media content.

**1,006** Social media followers via IBC.



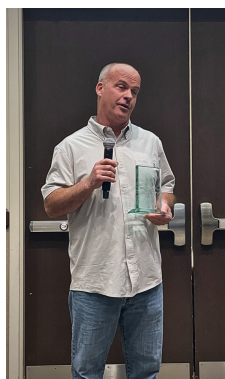
**47,027** Total readership of 2025 NBYC related physical media.

In-person engagement of **549+** agricultural stakeholders



Featured in the weekly Idaho Grain Market Report with:

**48%** average open rate.  
**732** active contacts.



# Sponsorship Packages



## Leading Sponsor

 **\$8,000**

- Largest company logo displayed on the NBYC webpage and all promotional materials.
- Mention of company name in press releases and newsletters.
- Social media/sponsor spotlight.
- Featured as a guest on the Beyond Barley Podcast
- Largest physical display of company logo at awards ceremony.
- Opportunity to speak at the award ceremony.

## Cultivator Sponsor

 **\$5,000**

- Prominent display of large company logo on the NBYC webpage, promotional materials, and event signage.
- Social media sponsor highlight.
- Opportunity to present awards to growers at the award ceremony.

## Milestone Sponsor

 **\$2,500**

- Prominent display of medium company logo on the NBYC webpage, promotional materials, and event signage.
- Social media sponsor highlight.

## Legacy Sponsor

 **\$1,000**

- Display of small company logo on the NBYC webpage, promotional materials, and event signage.
- Social media sponsor highlight.

## Signature Sponsor

 **\$500**

- Display of smallest company logo on the NBYC webpage, promotional materials, and event signage.
- Social media sponsor highlight.

**All sponsorships options can be customized to fit the contribution objectives of your company/organization.**

Please contact the National Barley Yield Contest Program Manager, Sydney Anderson at (208) 697-7236, or [sydney.anderson@barley.idaho.gov](mailto:sydney.anderson@barley.idaho.gov) for questions and inquiries.

# Your Contribution

DIRECTLY IMPACTS THE  
SUCCESS OF GROWERS

in pursuit of raising the standard and marks your commitment to drive innovation.



**230.45** bu/ac

2025 average  
contest yield

**30%** increase in participation  
in 24'-25'



**6.82%**  
increase in average  
contest yield from 24' - 25'



**196.34%**  
increase in percent over county  
average from 24'-25'



“Sometimes we spend a lot of time trying to fix the poorest parts of our fields. I think we should pay more attention to improving the best parts. I never dreamed a yield like that would come out of some areas of that field.”

“We were excited, and we were proud to bring that kind of a record to our community”



# Sponsorship Packages Form

## SPONSOR INFORMATION

Company Name: Print or type the name(s) exactly as you wish it to appear on any display, news releases, etc. (30-character limit)

Address: \_\_\_\_\_ City: \_\_\_\_\_ State \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone Number (required): (\_\_\_\_) \_\_\_\_\_

Email (required): \_\_\_\_\_

Please select the sponsorship you would like to support for the 2026 National Barley Yield Contest. Sponsorship Agreements Form must be filled out completely and send to the Idaho Barley Commission; Attn: National Barley Yield Contest via postal mail or email (see below).

Sponsorship promotion will begin as soon as contributions are received.

## SPONSORSHIP PACKAGE—Please Indicate

## AMOUNT

- Lead Sponsor—see below.....\$8,000
- Cultivator Sponsor.....\$5,000
- Milestone Sponsor.....\$2,500
- Legacy Sponsor.....\$1,000
- Signature Sponsor.....\$500
- Custom Sponsorship.....\$-

**LEAD SPONSOR AGREEMENT** As the Lead Sponsor for the 2026 the National Barley Yield Contest you will be contacted and offered first right of refusal to be the Lead Sponsorship for the upcoming contest cycle. As the Lead Sponsor you will have the right to accept or decline the proposal of a Lead Sponsor partnership with another company. We look forward to a long lasting partnership.

**All sponsorships options can be customized to fit the contribution objectives of your company/organization.**

Please contact the National Barley Yield Contest Program Manager, Sydney Anderson at (208) 697-7236, or [sydney.anderson@barley.idaho.gov](mailto:sydney.anderson@barley.idaho.gov) for questions and inquiries.

## PAYMENT METHOD - please indicate

- Request Invoice
- Credit Card (credit cards are subject to a 3% processing fee)
- Check Enclosed (please make payable to the Idaho Barley Commission Attn: National Barley Yield Contest)

\*Please contact our Office Manager, Wren Hernandez, for credit card payments at (208) 569-6957 or [whernandez@barley.idaho.gov](mailto:whernandez@barley.idaho.gov)

**Please submit this form and payment to IBC 45 days after agreement has been signed.**

Idaho Barley Commission  
ATTN: National Barley Yield Contest  
314 S. 9<sup>th</sup> Street, Suite 300  
Boise, Idaho 83702  
[sydney.anderson@barley.idaho.gov](mailto:sydney.anderson@barley.idaho.gov)

**THANK YOU!** For your support of progressing the future of the barley industry!

# Sponsorship Agreement Form



## Release of Logo Agreement

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I \_\_\_\_\_ (company representative name) agrees to the release of \_\_\_\_\_'s (company name) logo to be used in conjunction with the National Barley Yield Contest in any promotional material for the 2026 contest cycle. Renewal of logo usage will need to be addressed in the 2027 contest cycle.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*\*please email file copies of company logo to Sydney Anderson at Sydney.anderson@barley.idaho.gov*

The Idaho Barley Commission, as the brand owner of the National Barley Yield Contest Logo, agrees for the usage of the NBYC logo to \_\_\_\_\_ (company name) in conjunction with the National Barley Yield Contest. This agreement will expire in April 2026, except in the case of renewal for the following year. All other usage of NBYC logo not in conjunction with the National Barley Yield Contest is not permitted and will need separate permission of release.

Signature  Date \_\_\_\_\_

***\*file copies of the NBYC logo will be sent to your representative's email UPON REQUEST.***

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## Press Release Agreement

Please check here if you wish to be an anonymous sponsor.

FOR RELEASE WITHIN JUNE 2026—JUNE 2027

\_\_\_\_\_ (company name/releasee), has agreed to participate in the funding of the National Barley Yield Contest and understands that their participation may be subject to publicity, including but not limited to press releases, to promote the contest and acknowledge their contribution. The releasee hereby consents to the use of publication distribution and social media recognition only in conjunction with the National Barley Yield Contest. All other usage of the releasee not in conjunction with the National Barley Yield Contest is not permitted and will need separate permission of release.

Signature \_\_\_\_\_ Date \_\_\_\_\_

The Idaho Barley Commission, as the releasee of the National Barley Yield Contest logo, has agreed their participation in coordinating the National Barley Yield Contest may be subject to publicity, including press releases, to promote the contest and acknowledge their contribution. The releasee hereby consent to the use of publication distribution and social media recognition to \_\_\_\_\_ (company name), only in conjunction with the National Barley Yield Contest. All other usage of the releasee not in conjunction with the National Barley Yield Contest is not permitted and will need separate permission of release.

Signature  Date \_\_\_\_\_

Neither party shall publish any press release, make any other public announcement or otherwise communicate with any news media concerning any subject outside of the National Barley Yield Contest. Separate agreement/permission will need to be addressed and filed.

\*Expiration of all above agreements: June 1st, 2027

Thank you for investing in the National Barley Yield Contest and supporting the innovation, dedication, and achievements of barley growers across the country.



Idaho Barley Commission  
314 S. 9<sup>th</sup> Street  
Suite 300  
Boise, Idaho 83702



(208) 334-2090

[www.idahobarleycommission.org/barley-yield-contest/](http://www.idahobarleycommission.org/barley-yield-contest/)