

# DELMARVA CHICKEN ASSOCIATION HAS HELPED BUSINESSES IN THE CHICKEN INDUSTRY PROSPER FOR MORE THAN 75 YEARS.



More than 200 companies – large and small, on Delmarva and with global reach – are DCA allied business members. They benefit from our year-round governmental advocacy, energy-saving programs like an electric buying group and community solar, and customer introductions, including event sponsorships and advertising. Belonging to DCA is a clear signal to their potential customers that they're committed to the chicken industry. But more than that, it helps them make sales and be more profitable.



## MEMBERSHIP APPLICATION

DCA members are exclusively eligible to sponsor our events. To confirm membership status and reserve a sponsorship, contact Holly Porter at [porter@dcachicken.com](mailto:porter@dcachicken.com) or 302-222-4069.

# ADVERTISING OPPORTUNITIES

## Are you trying to reach Delmarva's chicken community to market products or services?

Our advertising and sponsorship options let you connect with our members and audiences. Any DCA member whose dues payment is \$150 or greater is eligible to advertise or sponsor.

## DELMARVA CHICKEN MAGAZINE

Delmarva Chicken magazine showcases DCA members with notable achievements in the chicken community, including our annual Outstanding Grower award-winners; delivers news and information our members can use to be more profitable in their work; and informs them about key products and services offered by our advertisers. It is professionally printed and mailed directly to members and digitally published at [dcachicken.com](http://dcachicken.com). **Circulation: 1,900**

The magazine is published six times a year, in February, April, June, August, October and December. **Completed insertion orders to reserve ad space are due no later than the 15th day of the month before publication. Print-ready ads are due on the 25th day of the month before publication.**

Advertisers are billed after publication. The PDF format is preferred for ad images; JPEG format is also accepted. **Ad acceptance and placement is at the sole discretion of Delmarva Chicken Association.**

Quarter-page: 3.5" wide, 4.625" tall | **\$125**

Half-page: 7.5" wide, 4.625" tall **or**

3.5" wide, 9.5" tall | **\$200**

Full page: 7.5" wide, 9.5" tall | **\$400**

## CHICKEN CHATTER EMAIL

Weekly email newsletter with news, events, videos, photos, and research findings relevant to the chicken community.

**Circulation: 1,200**

**Open rate: 47% | CTR: 3.4%**

**Two** ad spaces are available each week. Each is a linkable, horizontal ad in a 4:1 banner format. Space reservations are available through Dec. 31, 2025.

Four placements | **\$300**

## MEMBERSHIP LEVELS

- 1-5 employees worldwide:  
**\$150 annually**
- 6-49 employees worldwide:  
**\$300 annually**
- 50-99 employees worldwide:  
**\$500 annually**
- 100-499 employees worldwide:  
**\$1,000 annually**
- 500 or more employees worldwide:  
**\$2,500 annually**

## CORPORATE SPONSORSHIP

Our members have asked for it, and now it's possible- make two easy payments and cover your membership and all sponsorships for the year! You'll be the first to secure premium sponsorships levels and additional recognition throughout the year at events, in *Delmarva Chicken* magazine and in our Annual Report.

Sign up for the corporate sponsorship and your first payment will cover your dues and any events you choose to sponsor occurring prior to June 30, 2025. Payment due by May 1. Your second payment will cover sponsorship for any events after July 1, 2025. Payment is due by September 1, 2025.

For more information, contact Holly Porter at [porter@dcachicken.com](mailto:porter@dcachicken.com) or **302-222-4069**.



Scan for an insertion order to reserve advertising space, or contact James Fisher by emailing [fisher@dcachicken.com](mailto:fisher@dcachicken.com) or calling 302-856-9037.



# SPONSORSHIP OPPORTUNITIES

## BOOSTER BBQ - JUNE 4, 2025

Deadline for Presenting Sponsor: April 4, 2025 | Deadline for All Other Sponsors: May 12, 2025

### \$5,000 | PRESENTING SPONSOR (2)

#### INCLUDES 4 FREE REGISTRATIONS

- All benefits of Program sponsorship
- Pre-event marketing in invitation mailings & emails

### \$5,000 | GIVEAWAY SPONSOR (1)

#### INCLUDES 4 FREE REGISTRATIONS

- All benefits of Program sponsorship
- Pre-event marketing in invitation mailings & emails
- Exclusive logo on giveaway item

### \$3,000 | PROGRAM SPONSOR (1)

#### INCLUDES 3 FREE REGISTRATIONS

- All benefits of Entertainment sponsorship
- Name & logo on event banner
- Full-page ad in event program
- Logo prominently in program

### \$2,500 | ARENA SPONSOR (2)

#### INCLUDES 3 FREE REGISTRATIONS

- All benefits of Entertainment sponsorship

### \$2,500 | BBQ DINNER SPONSOR (3)

#### INCLUDES 3 FREE REGISTRATIONS

- All benefits of Entertainment sponsorship

### \$2,500 | DESSERT SPONSOR (3)

#### INCLUDES 3 FREE REGISTRATIONS

- All benefits of Entertainment sponsorship

### \$2,500 | ENTERTAINMENT SPONSOR (2)

#### INCLUDES 3 FREE REGISTRATIONS

- All benefits of A/V sponsorship
- Banner in arena - you provide banner

### \$1,500 | A/V SPONSOR (2)

#### INCLUDES 3 FREE REGISTRATIONS

- All benefits of Gold sponsorship
- Quarter page ad in event program
- 6 x 8 vendor space - PRIME LOCATION or large vendor space with ability to display equipment\*

### \$1,000 | GOLD SPONSOR

#### INCLUDES 2 FREE REGISTRATIONS

- 6 x 8 vendor space or large vendor space with ability to display equipment\*
- Ability to provide door prize (\$50+ value)
- Logo in program
- Social media mentions
- Event signage and recognition throughout
- Mentioned in Thank You Ad in *Delmarva Chicken Magazine*
- Logo with links on DCA website

### \$500 | SILVER SPONSOR

#### INCLUDES 2 FREE REGISTRATIONS

- 6 x 8 vendor space
- Name in program
- Mentioned in Thank You Ad in *Delmarva Chicken Magazine*
- Logo with links on DCA website

### \$250 | BRONZE SPONSOR

#### INCLUDES 1 FREE REGISTRATION

- 6 x 8 vendor space
- Name in program
- Name on DCA website

*\*Space to display equipment is limited – respond early*

Full page Ad – 5.5" w x 8.5" t

Quarter Page Ad – 2.75" w x 4.25" t

## \$1,000 | GROWER SOCIAL SPONSORSHIPS (6)

Grower socials are invite-only to our 900 grower members and their families. They're fun, casual events that allow growers to network with one another, enjoy a great meal or venue and get to share best management practices with one another. We anticipate between 75-100 attendees for each of these events.

We are offering two exclusive sponsorships per event for allied businesses, on a first-come, first-serve basis. The sponsorship includes:

- Logo on mailed and emailed invite (nearly 900)
- Recognition at the event
- Opportunity to talk at the event
- Booth space at event
- Thank You recognition in *Delmarva Chicken Magazine*
- ¼ page ad in *Delmarva Chicken Magazine*

FEBRUARY 19: SALISBURY, MD | APRIL 26: CHINCOTEAGUE, VA | OCTOBER 8: RIDGELY, MD

# NATIONAL MEETING ON POULTRY HEALTH, PROCESSING AND LIVE PRODUCTION

September 29 - October 1, 2025

## **\$7,500 | PRESENTING SPONSOR (3)**

### **INCLUDES 8 FULL MEETING REGISTRATIONS**

- All benefits of Breakfast sponsorship
- Logo listed in all pre-event marketing materials (deadline July 3)
- 1/2 page ad in program
- Press release mention

## **\$5,000 | SEACRETS RECEPTION/DINNER SPONSOR (4)**

### **INCLUDES 4 FULL MEETING REGISTRATIONS**

- All benefits of Lunch sponsorship

## **\$5,000 | OPENING RECEPTION SPONSOR (2)**

### **INCLUDES 4 FULL MEETING REGISTRATIONS**

- All benefits of Lunch sponsorship

## **\$5,000 | LUNCH SPONSOR (4)**

### **INCLUDES 4 FULL MEETING REGISTRATIONS**

- All benefits of Breakfast sponsorship
- 1/4 page ad in program
- Press release mention

## **\$3,500 | BREAKFAST SPONSOR (4)**

### **INCLUDES 3 FULL MEETING REGISTRATIONS**

- All benefits of Session sponsorship
- 8x10 vendor space
- Ability to place handouts at registration

## **\$3,000 | SESSION SPONSOR (6)**

### **INCLUDES 2 FULL MEETING REGISTRATIONS**

- All benefits of Break sponsorship
- Email advertorial sent to all attendees
- Social media mentions

## **\$3,000 | BADGEHOLDER SPONSOR (1)**

### **INCLUDES 2 FULL MEETING REGISTRATIONS**

- All benefits of Break sponsorship
- Logo on all badge holders

## **\$2,500 | BREAK SPONSOR (3)**

### **INCLUDES 1 FULL MEETING REGISTRATION**

- All benefits of Gold sponsorship
- Mentions during meeting

## **\$2,500 | TECH SPONSOR (2)**

### **INCLUDES 1 FULL MEETING REGISTRATION**

- All benefits of Gold sponsorship

## **\$1,000 | GROWER MEETING SPONSOR (3)\*\***

- 8x10 vendor space at grower meeting
- Mention during grower meeting
- Logo with link on website
- Logo printed in program

## **\$1,000 | GOLD SPONSOR**

- Logo with link on website
- Signage at meeting
- Logo printed in program
- Logo shown on screen

## **\$500 | SILVER SPONSOR**

- Name listed on website
- Name printed in program
- Name listed on screen

*\*\* This meeting is held in coordination with University of Delaware Cooperative Extension and University of Maryland Extension in another location and is targeted to growers.*

Most sponsorship packages are limited and available on a first-come, first-serve basis. Sponsorships and Ad deadline is August 29, 2025.

Ad specifications for program: 1/2 page – 5.5" w x 4.25" t    1/4 page – 2.75" w x 4.25" t

# COLLEGE SCHOLARSHIP GOLF TOURNAMENT - SEPTEMBER 29, 2025

Glen Riddle Golf Club, 11501 Maid at Arms Lane, Berlin, MD 21811

## **\$2,500 | PRESENTING SPONSOR (2)**

- All benefits of Beverage Cart sponsor
- Event pre-marketing (due July 3)
- Event banner\*
- Event mentions

## **\$2,500 | TOWEL SPONSOR (1)**

- All benefits of Beverage Cart sponsor
- Event banner\*
- Logo on giveaway towel

## **\$2,000 | LUNCH SPONSOR**

- All benefits of Beverage Cart sponsor
- Mention at lunch

## **\$2,000 | BEVERAGE CART SPONSOR**

- All benefits of Registration sponsor
- Free foursome

## **\$1,000 | REGISTRATION SPONSOR**

- All benefits of Birdie sponsor
- Social media mention

## **\$500 | BIRDIE SPONSOR**

- All benefits of Par sponsor
- Event signage
- DCA website
- Swag bag items

## **\$250 | PAR SPONSOR**

- Tee sign
- DCA Magazine mention

*\*You provide and we'll hang*

Presenting and Towel Sponsorships are limited and first come, first serve. Swag bag items – 150 items. All sponsorships dues by September 5, 2025