

CHANGING THE FACE OF  
AGRICULTURE BY LINKING HANDS  
AROUND THE WORLD



**MANRRS**

MINORITIES IN AGRICULTURE, NATURAL RESOURCES  
AND RELATED SCIENCES

2022-2023  
**PARTNERSHIP  
GUIDE**

[www.manrrs.org](http://www.manrrs.org)

# Overview of the Society



**The National Society for Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS)**, is a national, non-profit organization that promotes and fosters the inclusion of underrepresented minorities in agriculture, natural resources and related sciences disciplines. MANRRS establishes partnerships among its student and professional members and individuals from private industry, government, academia and nonprofit organizations that promote scholarly excellence in a nurturing environment, professional development, networking, and career placement. This is accomplished through the many activities at the individual chapters, regional events and at the Annual National Training Conference and Career Fair.

Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS) began as a vision shared by agricultural students and faculty at Michigan State University (MSU) and the Pennsylvania State University (PSU). The goal was to develop a network among minority students in agriculture, natural resources and related sciences and professionals from academic institutions, government and industry. Their commitment led to the first national MANRRS conference, which was held at MSU in 1986. Today, the mission of the Society continues to be the promotion of the academic and professional advancement of its members, by empowering minorities in agriculture, natural resources, and related sciences. Its motto is *"Changing the Face of Agriculture by Linking Hands Around the World."*

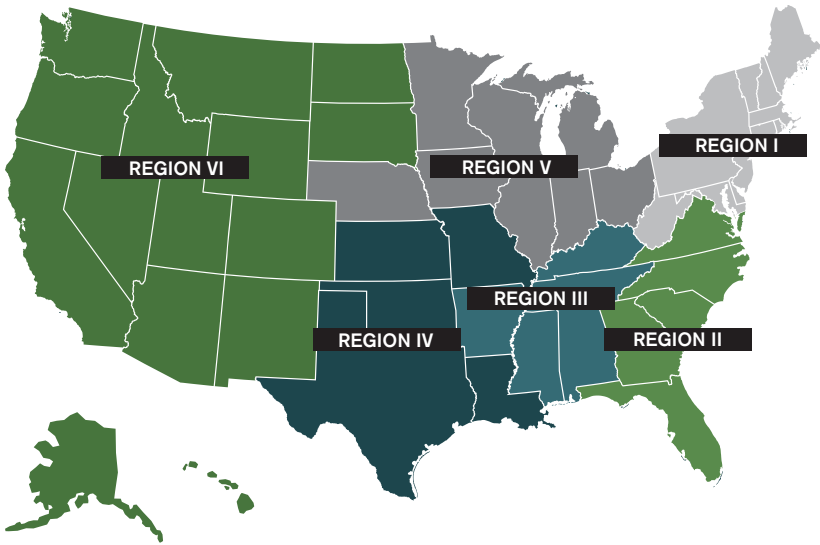
# MANRRS Specific Objectives

- To create an environment for mentorship, fellowship and networking among students, faculty, staff, administrators, representatives from government agencies and industry from across the nation;
- To increase the number of students studying agricultural sciences, natural resources and related fields at the undergraduate and graduate levels;
- To encourage scholarly achievement, advancement and excellence among members;
- To promote careers and academic counseling for undergraduate and graduate students;
- To enhance the academic performance, research aptitude, leadership skills, and professional development of members;
- To increase the awareness and direct involvement of sponsors and students;
- To insure that all student members are prepared to meet the needs of the 21-century workforce; and
- To provide sponsors with talented graduates to fill their employment needs in agricultural sciences, natural resources and related sciences.

**Currently, MANRRS operates at the local, regional and national levels.**

At the local level, there are approximately seventy-two collegiate chapters, some of which sponsor high school students (Jr. MANRRS Chapters) that are located in 38 states, the District of Columbia, and Puerto Rico. As part of their leadership development and professional training, student members are elected as officers at the local and national levels and they learn how to work in teams. Chapters hold local meetings that emphasize topics, such as philanthropy/community service, career awareness and development, MANRRS awareness, resume preparation, writing a cover letter, facilitating a meeting, and interviewing skills. Local chapters also host events, which draw students from other schools and colleges on campus, in order to promote the mission of the National society. On a regional level, local MANRRS Chapters are geographically grouped together into six Regions across the country. Every year, Cluster/Regional Workshops are held that will draw students from more than one region together for leadership and professional development workshops, which also foster networking. Sponsors often participate as workshop presenters, and in some cases, they host mini-Career Fairs. At both the local and regional levels, professional members and sponsors often take advantage of these opportunities to interact with the students on a one-on-one basis.

# MANRRS National Representation



**On a national level,** MANRRS holds its Annual National Training Conference and Career Fair, at which members meet to promote diversity in agriculture, natural resources, and related sciences. Key functions of the Conference are to promote high school, undergraduate, and graduate scholarship and networking. This is by far the largest single event of the Society, as it generally attracts more than 1,000 student members, professionals and sponsors. This Conference usually offers keynote addresses by prominent leaders, workshop sessions, oral research contests, poster research contests, an essay contest, a public speaking contest, a chapter-of-the-year contest and it sponsors one of the largest agricultural and natural resources Career Fairs for underrepresented minorities in the country. At this event, employers get the added benefit of meeting with students and young professionals directly to discuss internship and permanent employment opportunities. In addition to student training, MANRRS offers its professional members professional development training via workshops that are conducted by its sponsors.

# Partnership Advantages

**MANRRS offers its partners opportunities to:**

- 1) show their commitment to diversity and equity, by providing direct interactions with underrepresented minorities
- 2) offer and obtain credible professional and leadership development training and continuing education
- 3) network with colleagues, including faculty, agricultural professionals, nationally to create collaborative opportunities at colleges/universities and beyond to promote diversity
- 4) update their knowledge of developments and issues affecting agriculture, natural resources and related sciences

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## NATIONAL PARTNERSHIP OPPORTUNITIES

Titanium	\$100,000
Diamond	\$75,000
Platinum	\$50,000
Gold	\$25,000

## CONFERENCE SPONSORS

Silver	\$15,000
Bronze	\$10,000

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# 2021-2022

## Partnership and Sponsorship Benefits

### BENEFITS

#### ANNUAL PARTNER BENEFITS

Direct access to student members at collegiate chapters via campus visits facilitated by National MANRRS

Development of custom programs to meet the needs of your organization

Digital benefit package – Promotions and Job Postings

Advisory Committee Qualification

One Chapter Advisor Webinar per year

#### NATIONAL CONFERENCE BENEFITS

Conference Registrations

20x20 island exhibit at the Career Fair

10x20 exhibit at the Career Fair

10x10 exhibit at the Career Fair

Panel Participant on Fireside Chat with Chapter Advisors

Workshop Facilitation

Competition Sponsor

Judge Competition

Host a designated General Session during the conference

Conference branding and promotions package

Promotion of Internship and Career opportunities prior to national conference

#### REGIONAL CONFERENCE BENEFITS

Recognition as a National Sponsor

Promotion of internship and career opportunities prior to the conference

Host one Regional Cluster per year\* with site visits or hosted on-site where possible

10x10 Exhibit at all 6 Cluster Workshops

Facilitate one workshop at all Regional Cluster

Sponsor 1 competition

Judge 1 competition

TIERS			
GOLD (\$25,000)	PLATINUM (\$50,000)	DIAMOND (\$75,000)	TITANIUM (\$100,000)
1 Visit	2 Visits	3 Visits	5 Visits
		X	X
	X	X	X
		X	X
		X	X
GOLD (\$25,000)	PLATINUM (\$50,000)	DIAMOND (\$75,000)	TITANIUM (\$100,000)
4	5	6	8
		*If space is available	X
*If space is available			
1	1	1	
		X	X
1	1	2	3
1	1	1	2
1	2	3	4
Digital	Digital+Print	Digital+Print+ Signage	Digital+Print+ Signage+Promo+Item
SitePost	SitePost+ Social Promo	SitePost+ Social Promo+ Shared Direct Email	SitePost+ Social Promo+ Dedicated Direct Email w/Video Promo
GOLD (\$25,000)	PLATINUM (\$50,000)	DIAMOND (\$75,000)	TITANIUM (\$100,000)
X	X	X	X
	X	X	X
		X	X
		X	X
		X	X
		X	X
X	X	X	X



# Sponsorship Packages

## Silver Level (Non-Conference) – \$15,000

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### **National Conference** – *choose one*

- One complimentary conference registration

### **Regional Clusters** – *choose one*

- One complimentary Exhibit Booth at a Regional Cluster
- Judge Competitions

### **National Engagement** – *choose up to two*

- Post up to five jobs a year up to 90 days each
- Facilitate up to two webinars per year for chapters
- Organizational Membership

### **Jr. MANRRS** – *choose up to two*

- Serve as a Sponsor as a Jr. MANRRS Leadership Institute
- Facilitate a workshop at a Jr. MANRRS event
- Judge competitions
- Provide in-kind items for Jr. MANRRS events
- Sponsor Jr. MANRRS Curriculum supplies and materials

## Bronze Level (Non-Conference) – \$10,000

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### **National Conference** – *choose one*

- One complimentary conference registration

### **Regional Clusters** – *choose one*

- One complimentary Exhibit Booth at a Regional Cluster
- Judge Competitions

### **National Engagement** – *choose one*

- Post up to three jobs a year up to 90 days each
- Facilitate up to one webinar per year for chapters
- Organizational Membership

### **Jr. MANRRS** – *choose up to two*

- Serve as a Sponsor as a Jr. MANRRS Leadership Institute
- Facilitate a workshop at a Jr. MANRRS event
- Judge competitions
- Provide in-kind items for Jr. MANRRS events
- Sponsor Jr. MANRRS Curriculum supplies and materials



# National Conference Sponsorship



## Silver Level – \$15,000

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- Three Complimentary Full Conference Registrations
- 10x10 exhibit at the Career Fair
- Workshop Facilitation
- Judge Competition
- Sponsor a beverage breakout during the conference at cost
- Sponsor an exclusive breakfast during conference at cost
- Provide in-kind items for registration bags
- Conference branding and promotions package
- Promotion of Internship and Career opportunities prior to national conference

## Bronze Level – \$10,000

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- Two Complimentary Full Conference Registrations
- 10x10 exhibit at the Career Fair
- Judge Competition
- Sponsor a beverage breakout during the conference at cost
- Conference branding and promotions package

# Supporting Membership Category (per Bylaws)

**Add prestige and recognition to your organization** by being a part of the nation's largest minority-focused student and professional association for agriculture, natural resources, and related sciences; and demonstrate your commitment to diversity, equity, access, and inclusion.

## Organization Benefits: Corporate and Government

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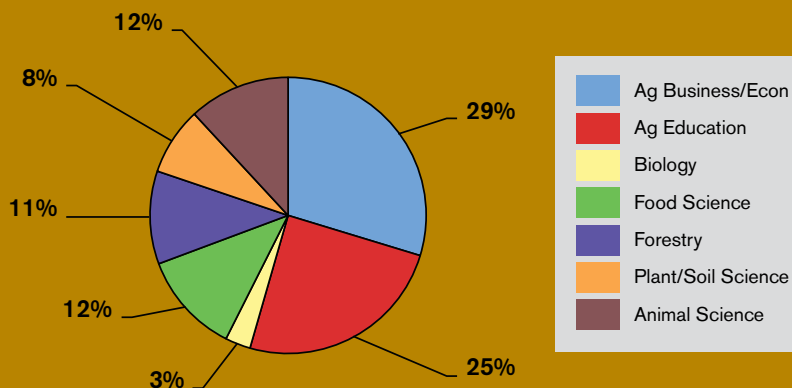
- **\$1,000 for one-year membership** (January-December).
- Listing in the online Organizational Member Directory.
- Access to exclusive events and training.
- \$20 discount on individual memberships for your employees.
- 10% discount on digital advertisements.
- 10% discount on exhibit booth space at the National Conference.
- 10% discount on Annual Conference Program ads.
- Optional subscriptions to eNewsletters.

## Institution Benefits: Academia and Associations

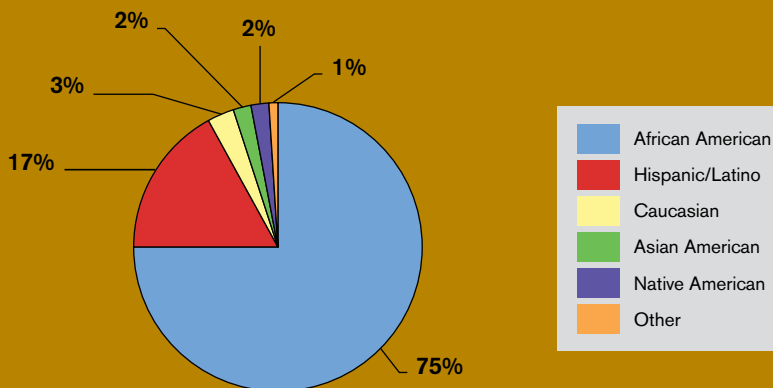
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- **\$500 for one-year membership** (January-December).
- Listing in the online Organizational Member Directory.
- Use of Organizational Member logo for promotional materials and communications.
- Collegiate Chapter Dues for one year.
- Professional dues for one Chapter Advisor for one year.
- Opportunity to collaborate on grants.
- Access to exclusive chapter grants, scholarships, and professional development events.
- \$20 discount on individual memberships for your employees/members.
- 10% discount on digital advertisements.
- 10% discount on exhibit booth space at the National Conference.
- Optional subscriptions to eNewsletters.

# Membership Details



**Diversity of the MANRRS Membership by Ethnicity**



**Diversity of Membership by Academic Discipline**

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MANRRS



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