



August 9, 2024

Dear Texas Watermelon Association Family,

We are pleased to announce that our upcoming 58th Annual Convention is in McAllen, Texas at the Embassy Suites by Hilton McAllen Convention Center starting on November 7th through the 9th. Please make sure to book your rooms soon. The room block cutoff is **October 21st** for the room rate of \$189.00 per night. The hotel has graciously **extended the special rate from November 6th-11th** for those that are coming in early to the Rio Grande Valley or staying late. After 10/21/24, rates and availability are subject to the hotel.

Enclosed in this packet are the convention registration form, sponsorship form and convention schedule. Our theme for this year's convention is "Denim, Diamonds...and of course, Watermelon!". We look forward to our schedule of events starting on Thursday night with the President's Reception. The remainder of convention will take place at the Embassy Suites Hotel.

Please make sure you note which events you will be attending when you register, so we can make sure we have enough food for everyone or that we aren't paying for too much. We certainly appreciate all of you and we look forward to seeing you in McAllen very soon!

Please mark your calendars as well for our 2025 Texas Watermelon Convention to be hosted in San Antonio, TX November 6th-8th, 2025. We will be announcing the host hotel at the end of our convention banquet on Saturday, November 9th of this year.

Sincerely,

Barbara Duda TWA Secretary/Coordinator

bcduda62@gmail.com



2024 Convention Sponsorship Levels:

Please read thoroughly as some information has changed from past years.

Black Diamond \$7,500:

- Sponsors receive one of the three limited sponsorships of the 2024 Texas Watermelon Convention.
- Four complimentary convention registrations for the 2024 convention
- Complimentary exhibit space, company name or logo displayed on website, convention banner, listing on convention program and logo displayed at every event of convention weekend.

All Sweet \$5,000:

- Sponsors receive sponsorship of an event at the 2024 Texas Watermelon Convention
- Three complimentary registrations for the 2024 convention
- Complimentary exhibit space, company name or logo displayed on website, convention banner, listing on convention program.

Diamond Jubilee \$2,500:

- Two complimentary registrations for the 2024 convention
- Complimentary exhibit space, company name or logo displayed on website, logo displayed on convention banner and listings in conference program.

Jubilee \$2,000:

- One complimentary registration for the 2024 convention
- Your sponsorship will contribute to the general convention with company name or logo displayed on website and logo displayed on convention banners.
- May provide company give aways for Convention registration table

Crimson Sweet \$1,500:

- Your sponsorship will contribute to the general convention and logo displayed on convention banner.
- May provide company give aways for Convention registration table

Charleston Gray \$1,000:

- Your sponsorship will contribute to the general convention and logo displayed on convention banner.

NEW!!

Queen Contestant Sponsorship \$500:

- Your sponsorship will contribute to covering the hotel and convention costs of one of the young ladies running to become our 2025 Texas Watermelon Queen.
- You may select a contestant to sponsor, or one can be provided to you. You will be mentioned during their promotional and evening wear competitions.

PLEASE complete the following contact form and EMAIL COMPANY LOGOS TO bcduda62@gmail.com and texaswatermelons@gmail.com.

For interest in donating items to our annual auction please contact, Vice President Clegg Smith at 956-340-0022 or csmith@gowanseed.com.

Sponsorship Form

Company Name:

Address:

Contact Person:

Contact Phone Number:

Email:

Additional Names of those being registered for Convention (please include name, phone, & email):

Email for invoicing sponsorship payment (if different than above):

Sponsorship Level Selected:

- Black Diamond \$7,500**
- All Sweet \$5,000**
- Diamond Jubilee \$2,500**
- Jubilee \$2,000**
- Crimson Sweet \$1,500**
- Charleston Gray \$1,000**
- Queen Contestant Sponsorship \$500**

Queen Contestant to Sponsor (if applicable): _____

If you have any questions, please reach out to Barbara Duda 956-605-7636 or Kristin Anderson Story 512-557-8133.





58th Annual Convention Registration November 7th-9th, 2024

Embassy Suites by Hilton McAllen Convention Center 800 Convention Center Blvd., McAllen, Texas, 78501

Phone for reservations: (956) 688- 8329

Room rate is available until October 21st. \$189.00/night available for November 6th-11th, 2024

Company/ Individual Name:

Check if you or your company are first-time TWA Convention attendees!

Address: _____

Primary Contact (s): _____

Email: _____ Billing Email (if different for invoicing): _____

Phone: _____

Names of Additional Attendees: \$200 per person (Note: Certain sponsorships will waive this fee as multiple registrations are included.)

Note: Registration goes up \$50 after October 31st.

Membership dues \$300 _____

Primary Member Registration \$250 _____

Non-Member Registration \$400 _____

Registration for each additional guest \$200 _____

(Disregard if you have selected a sponsorship level that comes with multiple registrations)

One Day Registration \$150 _____

If selected, Which date will you be attending? (circle) 11/07 11/08 11/09

Total Due: _____

Please let us know how many people in your party/ company will attend each event:

Thursday Evening, November 7th- **Denim & Diamonds Casino Night President's Reception @ Embassy Suites**

Attending _____

Friday Morning, November 8th- **Breakfast and Grower Symposium**

Attending _____

Friday Evening, November 8th- **Cocktail Hour, Dinner, and Auction**

Attending _____

Saturday Morning, November 9th- **Membership Brunch, Queen Pageant, and Speakers**

Attending _____

Saturday Evening, November 9th- **Cocktail Hour, Dinner, and Awards**

Attending _____

Note: Sponsorship is separate from registration. Please submit both documents together if you are registering multiple people from your company.

Return form and payment to texaswatermelons@gmail.com AND bcduda62@gmail.com.

For questions call President, Kristin Story at 512-557-8133 or Secretary, Barbara Duda at 956-605-7636





58th Annual Convention Schedule of Events

November 7th-9th, 2024

Embassy Suites by Hilton McAllen Convention Center
 800 Convention Center Blvd.
 McAllen, Texas, 78501

Thursday, November 7th, 2024

3:00-5:00PM	<u>Booth Set-Up & Registration Opens (Embassy Pre-function Area)</u>
6:00-10:00PM	<u>President's Reception: Denim & Diamonds Casino Night @ University Drafthouse McAllen 100 Hwy 83, McAllen, TX 78501</u>

Friday, November 8th, 2024

8:00 AM	<u>Registration & Exhibits Open</u>
8:15-9:15 AM	<u>Breakfast Served & Invocation (Jefferson, Hamilton & Adams Ballrooms)</u>
9:30AM-12:30PM	<u>Grower Seminar & Speakers (Jefferson, Hamilton & Adams Ballrooms)</u>
Lunch on your own	
3:00 PM	<u>Queen Contestants Meeting</u>
5:00 PM	<u>Seed Spit Contest & Hosted Bar (Embassy Pre-function Area)</u>
6:00-7:30 PM	<u>Welcome & Dinner (Jefferson, Hamilton, & Adams Ballrooms)</u>
7:30PM	<u>Auction, Open Bar & Desert Bar (Jefferson, Hamilton, & Adams Ballrooms)</u>

Saturday, November 9th, 2024

8:00 AM-12:00 PM	<u>Exhibits Open, Clean Up to Follow (Embassy Pre-function Area)</u>
Breakfast on your own, Free of Charge for Hotel Guests	
9:30-11:00 AM	<u>Queen Contestant Competition & Speakers (Jefferson, Hamilton, & Adams Ballrooms)</u>
11:00 AM-12:00 PM	<u>Queen Contestants Interviews</u>
11:30 AM	<u>Past President's Meeting, Brunch Available for Working Lunch</u>
12:00 PM	<u>Judges Lunch with Queen Contestants</u>
1:00 PM	<u>Texas Watermelon Association Board Meeting (Chavez Room)</u>
5:00-6:00 PM	<u>Cocktail Hour (Embassy Pre-function Area)</u>
6:00 PM	<u>Dinner, Awards & Queen Crowning (Jefferson, Hamilton, & Adams Ballrooms)</u>