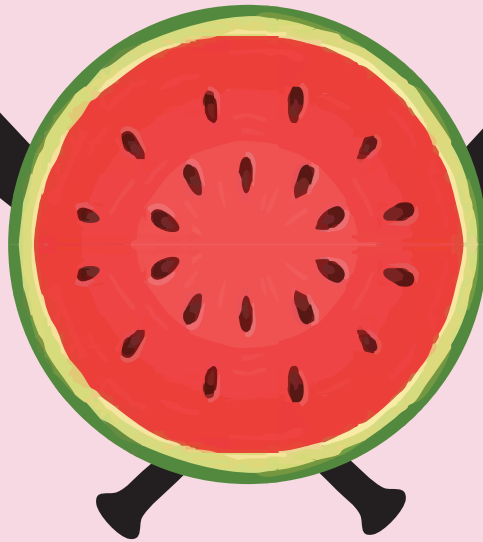

COME CELEBRATE 59 YEARS AT OUR
2025 Mar-Del Watermelon Association
ANNUAL CONVENTION

A Homerun with

MAR-DELICIOUS
Watermelons



**January 31st &
February 1st 2025**

Hyatt Regency
Chesapeake Bay Resort
Cambridge, Maryland



We're "MAR-DELicious"
www.mardelwatermelon.org
www.chesapeakebayhyatt.com
www.facebook.com
/Mar-Del-Watermelon-Association
online registration at:
mardelwatermelon.org/watermelon-convention

AGENDA



THURSDAY, JANUARY 30, 2025

5:00 PM

MEET & GREET - We invite our friends arriving early to meet Queen Karli and our contestants for light refreshments to start celebrating our 59th Annual Convention.

FRIDAY, JANUARY 31, 2025

9:00 - 10:30 AM

EARLY REGISTRATION

10:00 - NOON

GROWER'S SEMINAR

12:00 - 1:00 PM

GROWER'S BUFFET LUNCH

1:00 - 3:00 PM

GROWER'S SEMINAR

4:00 - 6:30 PM

REGULAR REGISTRATION

4:00 - 7:00 PM

TRADE SHOW

7:00 PM

59TH ANNUAL PRESIDENT'S RECEPTION -

Casual Attire (**Baseball Attire Recommended**)

Best Dressed Contest

Hors d'oeuvres

Queen Contestant Introductions

DJ - Kurt Warren

SATURDAY, FEBRUARY 1, 2025

9:00 AM

REGISTRATION

NOMINATING COMMITTEE MEETING

9:00 - 12 PM

TRADE SHOW

9:30 AM

MEMBERSHIP MEETING

11:00 AM

SEED SPITTING CONTEST

12:00 PM

LUNCH

12:00 - 3:00 PM

OPEN BAR

12:45 PM

QUEEN CONTESTANT SPEECHES

1:00 PM

LIVE AUCTION

PROMOTIONAL WEAR COMPETITION

6:00 PM

COCKTAIL HOUR

7:00 PM

BANQUET

Evening Gown Competition

Impromptu Questions • Awards

10:00 PM

HOSPITALITY ROOM - Beside Michener's Lounge

EXCITING KIDS ACTIVITIES FRIDAY



We're "MAR-DELicious"

MAR-DEL Watermelon Association, Inc.

59th Annual Convention

January 31 & February 1, 2025

MAR-DEL CONVENTION REGISTRATION FORM

or register online at: mardelwatermelon.org/watermelon-convention

MAR-DEL USE ONLY:

Paid in full with:

Cash _____

Check # _____

Credit Card _____

NAME _____

COMPANY NAME _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (OFFICE) _____ CELL _____

FAX _____

EMAIL REQUESTED _____

ADDITIONAL REGISTRANTS: _____

Credit Card #: _____ Expiration Date _____

COMPLETE ALL THAT APPLY

EVENTS	QTY	Registration by 1/13/25	Late or on site after 1/13/25 if available	TOTAL
Full Registration (includes all functions)		\$225.00	\$255.00	

EXTRA INDIVIDUAL TICKETS

EVENTS	QTY	Registration by 1/13/25	Late or on site after 1/13/25 if available	Total
President's Reception		\$80.00	\$95.00	
Buffet Lunch/Auction		\$50.00	\$65.00	
Saturday Banquet		\$95.00	\$110.00	
Growers Seminar & Lunch*		\$40 (free with paid membership dues or full registration)		

Kids: \$ | 6 and under: Free | 7 to 12: 1/2 price - Total _____

I would like a _____ sponsorship for \$ _____ Total _____

I will ☐ I will not ☐ use an exhibit booth.

^ SEE BACK FOR SPONSORSHIP INFORMATION ^

GRAND TOTAL _____

Tickets are non-refundable. All individuals or firm representatives are required to register. Tickets are required for each function and will be issued at the MAR-DEL registration desk.

RETURN FORMS TO: MAR-DEL Watermelon Association, Inc. • P.O. Box 387, Cordova, MD 21625 • mardelwatermelon@gmail.com

SPONSORSHIP LEVELS

**Free membership • Exhibit Booth • Listed in convention folder
Recognition throughout the convention**

☐ **Diamond \$5,000**

Includes all listed in the box above, plus listing on the banner & 2 Free Full Registrations

☐ **Platinum \$2,500**

Includes all listed in the box above, plus listing on the banner & 1 Free Full Registration

☐ **Gold \$1,000**

Includes all listed in the box above, plus listing on the banner

☐ **Silver \$500**

Includes all listed in the box above

☐ **Bronze \$250**

Includes all listed in the box above

☐ **Growers Seminar Sponsorship - \$3000**

- Receive 1 hour to speak at seminar
- Free membership
- Listed on banner
- Listed in brochure
- First come/First served

☐ **Crown and Sash Sponsor - \$1000**

- Listed in Saturday night banquet program as the sponsor (Under Queen Gifts)
- Sponsorship level does not apply to any other sponsor level benefits
- First come/First served

**Listed in Convention Program • Listed on Banner as Diamond Sponsor • 5 Minutes to Speak or
Show Video • Free Membership • Exhibition Booth • Recognition throughout the Convention
2 Free Full Registrations**

☐ **President's Reception (Friday Night) Sponsor - \$6,500**

Includes all listed in the box above - First come/First serve

☐ **Auction/ Lunch (Saturday) Sponsor - \$5,500**

Includes all listed in the box above, plus promotional items on the tables - First come/First serve

☐ **Banquet (Saturday Night) Sponsor - \$6,500**

Includes all listed in the box above - First come/First serve

☐ **Seed Spit Sponsorship - \$1,500**

- Assist with the contest (opt)
- Present awards to winner on stage
- Listed in Saturday night banquet program as the sponsor
- First come/First serve

☐ **Hospitality Sponsorship - \$3,500**

- Listed in Saturday night banquet program as the sponsor
- Display banner/signs and give out promotional materials during this time
- First come/First serve

Company Name: _____

Contact: _____

Phone #: _____

CC # _____ Exp. _____ CVV _____



Annual Membership Application

MAR-DEL Watermelon Association, Inc.

We're "*MAR-DELicious*"

The undersigned, actively engaged in the watermelon industry, desiring to have part in promoting the best interest of all who may be similarly engaged and realizing the necessity of concerted action through organized effort, hereby applies for membership in the MAR-DEL Watermelon Association, subject to and in accordance with the by-law governing.

NOTE: National Watermelon Association membership dues are no longer paid through our local chapter. If you want to become a member of the National Watermelon Association, please contact Monica McCook at 863-619-7575 or www.watermelon.ag.

	<u>Dues</u>	<u>#</u>	<u>Total</u>
Growers, who do not buy or sell and Associates	\$40.00		
Brokers, Receivers, and Shippers	\$65.00		
Suppliers of service and materials	\$65.00		

If you maintain membership in a state Watermelon Association other than MAR-DEL, your dues are as follows:

Growers and Associates	\$10.00
Brokers, Receivers, Shippers, and Supplies	\$15.00

(Receive Free Membership with paid sponsorship at our upcoming annual convention).

NAME _____ Date: _____
STREET ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ EMAIL REQUESTED _____

☐ Check this box if you DO NOT want your membership information released to vendors or listed on our website

RETURN FORMS TO: MAR-DEL Watermelon Association, Inc.
P.O. Box 387 • Cordova, MD 21625
mardelwatermelon@gmail.com

Kindly attach your dues form with your convention registration form as you must be a member in good standing to attend the Membership Meeting during the Convention. Thank You!

THANK YOU



The Mar-Del Watermelon Association is celebrating 59 years of hard work and dedication to promote the watermelon industry. We are able to crown a new queen, honor our members, educate our growers, and raise funds to further promote watermelons because of your support. We recognize and truly appreciate each sponsor listed below.

2024 Watermelon Load Donors and Buyers

Donors

C & S Farms • Gary Calloway • DMC Farms • Gibson Produce • Lakeside Farms • Melon 1 • Jim Rash, Inc. Reids Grove • Vincent Farms

Buyers

Atlantic Produce • Bobby Barton • Capital City • Freshouse • Food Lion • Gibson Produce • Melon 1



2024 Mar-Del Watermelon CONVENTION SPONSORS



DIAMOND LEVEL:			
GIBSON PRODUCE & WATERMELON SALES • INTERNATIONAL PAPER • SEEDWAY, LLC • TUCKER MECHANICAL SERVICE, INC.			
PLATINUM LEVEL:			
DELAWARE DEPARTMENT OF AGRICULTURE HELENA AGRI-ENTERPRISES	JIM RASH INC S3S LOGISTICS, LLC SUSSEX SANITATION, INC	SWEET MAMA PRODUCE SYNGENTA CROP PROTECTION	
GOLD LEVEL:			
AIR AG LLC CORRCHOICE DMC FARMS, INC ENZA ZADEN	FARM CREDIT GOWEN SEED COMPANY GREENWOOD PALLET COMPANY KING CROP INSURANCE, INC	LAKESIDE FARMS, INC MARYLAND DEPT. OF AGRICULTURE NUTRIEN AG SOLUTIONS MILFORD, DE SMW SALES, LLC	TRI-EST AG GROUP VINCENT FARMS, INC WILLARD AGRI-SERVICE

BELOW ARE THE SPONSORSHIP LEVELS FOR 2025 FULL MEMBERSHIP IS INCLUDED

DIAMOND \$5,000

PLATINUM \$2,500

GOLD \$1,000

SILVER \$500

BRONZE \$250

Growers Seminar \$3,000

Crown and Sash \$1,000

President's Reception \$6,500

Auction/Lunch \$5,500

Banquet \$6,500

Seed Spit \$1,500

Hospitality \$3,500



MAR-DEL Watermelon Association
P.O. Box 387
Cordova, MD 21625

PRSRT STD
US POSTAGE PAID
SALISBURY, MD
PERMIT NO. 186

We're "MAR-DELicious"

RESERVATIONS

Hyatt Regency Chesapeake Bay Resort • 100 Heron Blvd • Cambridge, MD
www.chesapeakebayhyatt.com

RESERVATIONS: 1-888-421-1442

ONLINE RESERVATIONS:

<https://www.hyatt.com/en-US/group-booking/CHESA/G-WAMA>

DISCOUNT ROOM RATE DEADLINE JANUARY 13, 2025

Room Rates Are As Follows:

Single	\$142	Double	\$142
Triple	\$167	Quadruple	\$192
Deluxe/Petite Suite	\$262	1 Bdr-Chesapeake Suite	\$342
Water View	\$25 Extra	2 Bdr-Chesapeake Suite	\$542
Water View with Sitting Balcony	\$50 Extra		