

Celebrating 56 Years
Join us for the 2022
Mar-Del Watermelon Association
Convention
Feb 4th & Feb 5th, 2022



Hyatt Regency
Chesapeake Bay Resort
Cambridge, Maryland



We're "MAR-DELicious"
www.mardelwatermelon.org
www.chesapeakebayhyatt.com
www.facebook.com
/Mar-Del-Watermelon-Association



Agenda

FRIDAY, FEBRUARY 4, 2022

9:00 - 10:30 AM	EARLY REGISTRATION
10:30 - NOON	GROWER'S SEMINAR
12:00 - 1:00 PM	GROWER'S BUFFET LUNCH
1:00 - 4:00 PM	GROWER'S SEMINAR
4:00 - 6:30 PM	REGULAR REGISTRATION
4:00 - 7:00 PM	TRADE SHOW
7:00 PM	56TH ANNUAL PRESIDENT'S RECEPTION - Casual Attire (<u>but Grease Theme Attire Recommended</u>) Best Dressed Contest Hors d'oeuvres Queen Contestant Introductions Live Entertainment - " Barren Creek Band "

SATURDAY, FEBRUARY 5, 2022

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



We're "MAR-DELicious"

MAR-DEL Watermelon Association, Inc.

56th Annual Convention

February 4 & February 5, 2022

MAR-DEL CONVENTION REGISTRATION FORM

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 1/8/22	Late or on site after 1/8/22 if available	TOTAL
Full Registration (includes all functions)		\$225.00	\$255.00	

EXTRA INDIVIDUAL TICKETS

EVENTS	QTY	Registration by 1/8/22	Late or on site after 1/8/22 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)		

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 319 Hebron, MD 21830 • mardelmelon@hotmail.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



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	\$35.00		
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.
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mardelmelon@hotmail.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



To say that 2020 was an interesting and trying year is an understatement. This experience definitely made us pause, find new ways to stay connected, stay in touch, stay in business and stay safe. As the Mar-Del Watermelon Association continued to find new ways to promote our watermelon industry through social media, we also learned that our brokers, buyers, industry suppliers and members will always be by our side. Although we didn't have our "normal" annual convention, many of you continued to support our efforts being a sponsor, load donor or buyer. In 2022, we will get back to "our normal" by celebrating 56 years, crowning our 2022 queen, honor our members, educate our growers, and raise funds to further promote watermelons. For this, we say thank you.

2021 Watermelon Load Donors and Buyers

Donors

*DMC Farms • Vincent Farms • Gibson Produce • Evans Farms
Lakeside Farms • C & S Farms • Adam Dickerson • Gary Calloway
Steen Farms • International Paper • Multicorr*

Buyers

*Gibson Produce • TMK • Consumer Fresh Produce • Vincent Farms
Atlantic Produce • McMelon • Jim Rash • Melon 1
Pete Pappas and Sons*

BELOW ARE THE SPONSORSHIP LEVELS FOR 2022

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 319
Hebron, MD 21830

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

We're "MAR-DELicious"



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-AWED>

***DISCOUNT ROOM RATE DEADLINE JANUARY 15, 2022**

Room Rates Are As Follows:

Single	\$140	Double	\$140
Triple	\$165	Quadruple	\$190
Deluxe/Petite Suite	\$260	1 Bdr-Chesapeake Suite	\$340
Water View	\$50 Extra	2 Bdr-Chesapeake Suite	\$540
Water View with Sitting Balcony	\$60 Extra		