



53rd Annual CONVENTION
JANUARY 16–19, 2025 | HILTON HEAD, SC

On behalf of the South Carolina Watermelon Association (SCWA), we hope you will join us in attending the 53rd Annual South Carolina Watermelon Association Convention on January 16–19, 2025 at the Omni Hilton Head Oceanfront Resort.

The entire weekend will be not only fun but educational as well. This year we have several events planned, including our 5th Annual Golf Tournament and a Casino Night hosted by Monte Carlo Productions, complete with prizes to be won and music by DJ Gary Brantley. We will also have educational sessions, networking opportunities with retailers, growers, and allied industry representatives, our annual auction to raise funds for research and promotion, and we will also crown the 2025 South Carolina Watermelon Queen!

Enclosed, you will find the registration form as well as sponsorship information. Registration is \$300 per person. You can complete the registration form and submit it to Kitt Moore, or you can register online by visiting scwatermelon.org/convention/registration.

If you have a child/children attending or if you have any dietary restrictions, please contact Blakely Atkinson directly at 803-734-0648 or blatkinson@scda.sc.gov.

You may register for both the Convention and your hotel room on the SCWA website. The room rate is \$179.00 plus tax per night. If you have any issues reserving a room using the link found on our website, contact the Omni Hilton Head Oceanfront Resort at 843-842-8000. Please be sure to tell the hotel you are with the South Carolina Watermelon Association Annual Meeting when reserving your room. The cutoff date for room reservations is December 17, 2024. After that day we cannot guarantee the room rate or room availability. Please make your reservation as soon as possible even if you must cancel later.

We hope that you will accept our invitation to join us in Hilton Head as we celebrate the South Carolina Watermelon industry on January 16–19, 2025. We look forward to seeing you!

Sincerely,

Will Willis

Steven "Will" Willis
SCWA President





53rd Annual CONVENTION
JANUARY 16-19, 2025 | HILTON HEAD, SC

REGISTRATION FORM

Name _____ Name _____

Name _____ Name _____

Company Name _____

Address _____ City _____ State ____ Zip _____

Phone _____ Email _____

REGISTRATION OPTIONS

- Full Registration**
Includes all functions
\$300 per person
- 5th Annual Watermelon Crawl Golf Tournament**
\$100 per person
- Grower Sponsorship of a Queen Participant**
\$300
- 2025 Membership Dues**
Grower—\$40.00
Allied/Industry—\$40.00
Handler/Shipper—\$80.00

Number of People Registering _____ Total Registration Amount _____

PAYMENT

Card or check is accepted ahead of time and invoices can be requested.

Make checks payable to: SC Watermelon Association.

RETURN TO

Kitt Moore, SC Watermelon Association
PO Box 175, Barnwell, SC 29812

803-734-0648 | blatkinson@scda.sc.gov

For meal planning purposes, this form must be completed and received prior to December 20, 2024.

Registration may be completed online at scwatermelon.org/convention/registration in lieu of this form.



53rd Annual CONVENTION
JANUARY 16–19, 2025 | HILTON HEAD, SC

The South Carolina Watermelon Association and its Board of Directors strive to always provide Convention attendees with the best service possible, while also keeping costs at a minimum to ensure an excellent time is had by all. This would not be possible without the dedication and support of ALL our sponsors.

If you are interested in learning more about our sponsorship opportunities, please see the 2025 Sponsorship Information sheet on page 4 of this packet. If you have any further questions, please do not hesitate to contact Blakely Atkinson at 803-734-0648 or at blatkinson@scda.sc.gov.

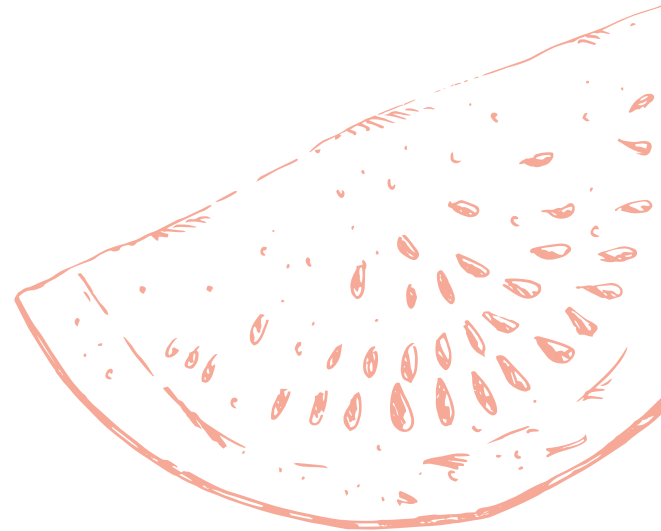
We greatly appreciate your Sponsorship in assuring education and fellowship is continued.

We look forward to seeing you in one of the best cities in the South to celebrate our beloved industry!

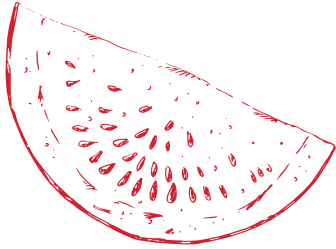
Sincerely,

Will Willis

Steven "Will" Willis
SCWA President



2025 SPONSORSHIP INFORMATION



All ads and logos are due by December 6, 2024.

	JUBILEE	ALLSWEET	SANGRIA	PRESIDENT'S RECEPTION	CRIMSON	CONTRIBUTOR
	\$2,500	\$2,000	\$1,500	\$1,000	\$500	\$250
Full page advertisement in program book	✓					
Half page advertisement in program book		✓				
Quarter page advertisement in program book			✓	✓		
Eighth page advertisement in program book					✓	
Name printed in program book						✓
Two free registrations	✓					
One free registration		✓	✓			
Recognition at the Saturday Night Reception	✓	✓				
Recognition at Saturday's Lunch			✓			
Recognition at Friday's Casino Night				✓		
Logo on the slide show	✓	✓	✓	✓	✓	
Name on the slide show						✓
Logo on signage throughout the hotel	✓					
Name on signage throughout the hotel		✓				
Name on drink koozie	✓					



53rd Annual CONVENTION
JANUARY 16-19, 2025 | HILTON HEAD, SC

SPONSOR REGISTRATION

Company Name _____

Address _____ City _____ State ____ Zip _____

Work # _____ Fax # _____

Cell # _____ Email _____

SPONSORSHIP LEVELS

- Jubilee \$2,500
- Allsweet \$2,000
- Sangria \$1,500
- President's Reception \$1,000
- Crimson \$500
- Contributor \$250

Badge #1 Name _____ Badge #2 Name _____

AMOUNT DUE

Sponsorship Donation _____

Additional Registration Fees—\$300/person _____

2025 Membership Dues—\$40 _____

5th Annual Watermelon Crawl Golf Tournament—\$100/person _____

Total _____

PAYMENT

- Check enclosed
Make checks payable to SC Watermelon Association
- Please invoice our office
- Credit card
Credit and debit cards accepted through the SCWA website

RETURN TO

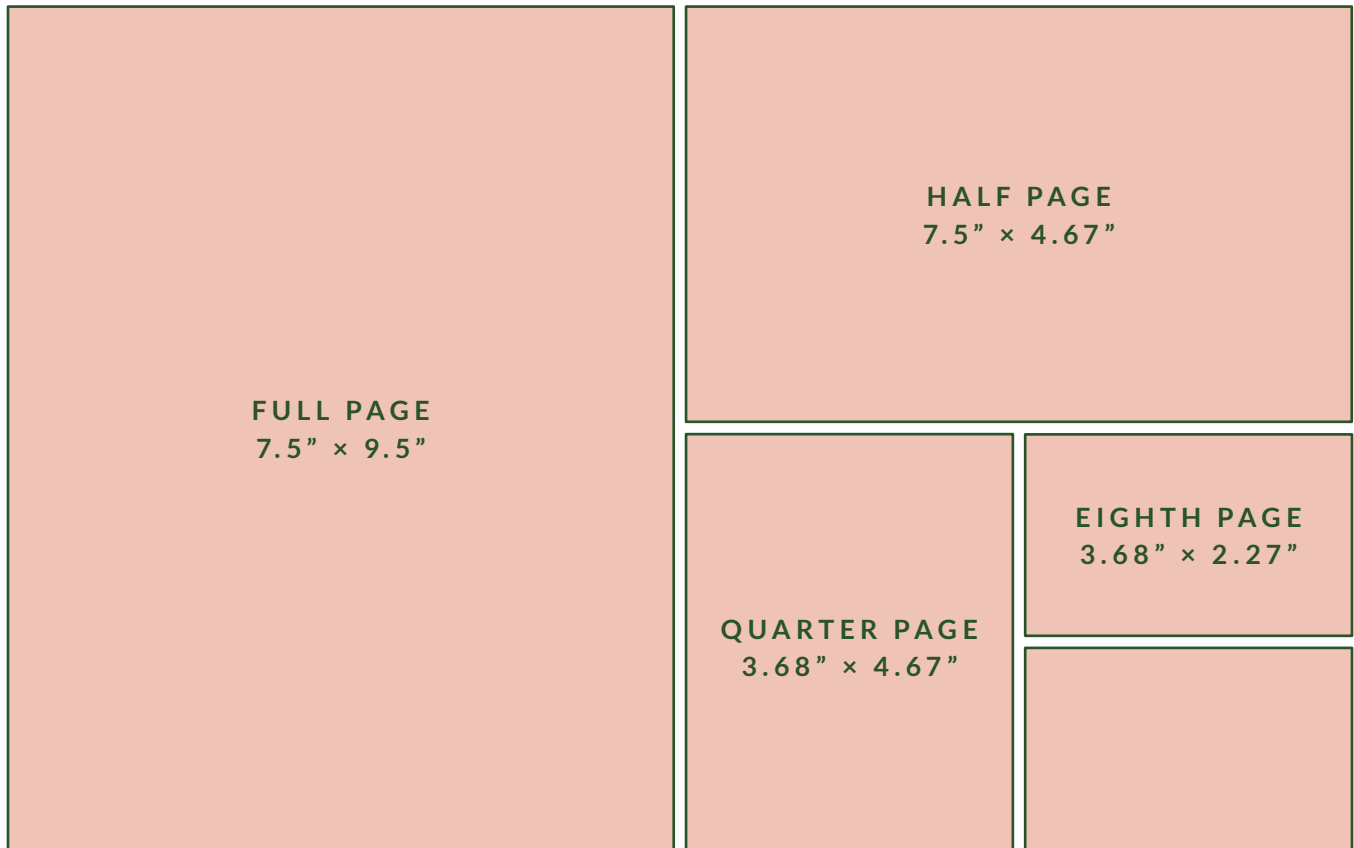
Kitt Moore, SC Watermelon Association
 PO Box 175, Barnwell, SC 29812
 803-734-0648 | blatkinson@scda.sc.gov
All ads and logos are due by December 6, 2024.

Registration may be completed online at scwatermelon.org/convention/sponsorship in lieu of this form.



53rd Annual CONVENTION
JANUARY 16–19, 2025 | HILTON HEAD, SC

2025 PROGRAM BOOK AD SPECS



FULL PAGE

Jubilee Sponsor | \$2,500
7.5"w × 9.5"h

HALF PAGE

AllSweet Sponsor | \$2,000
7.5"w × 4.67"h

QUARTER PAGE

Sangria Sponsor | \$1,500
3.68"w × 4.67"h

EIGHTH PAGE

Crimson Sponsor | \$500
3.68"w × 2.27"h

Files must be exported as high quality .pdf or .jpg.

Adobe Illustrator files (.ai) are also accepted, but must have images embedded and fonts outlined.

Do not include bleed or printer's marks.

Send your finalized ad file to blatkinson@scda.sc.gov

All ads and logos are due by December 6, 2024.

