



54th Annual CONVENTION
JANUARY 15–18, 2026 | HILTON HEAD, SC

Dear Friends of the South Carolina Watermelon Industry,

On behalf of the South Carolina Watermelon Association (SCWA), we are pleased to invite you to attend the **54th Annual South Carolina Watermelon Association Convention**, to be held **January 15–18, 2026**, at the **Soneseta Resort in Hilton Head, South Carolina**.

This exciting weekend promises to be both **fun and educational**. Our schedule kicks off with the **6th Annual Golf Tournament** on Thursday and a **Casino Night** Friday, hosted by Monte Carlo Productions, featuring prizes and music by DJ Gary Brantley. The Convention will also feature **educational sessions, networking opportunities** with retailers, growers, and allied industry representatives, our **annual fundraising auction** supporting watermelon research and promotion, and the **crowning of the 2026 South Carolina Watermelon Queen**.

Enclosed, you will find the **registration form** and **sponsorship information**. Registration is **\$300 per person**. You may complete the enclosed form and return it to **Kitt Moore**, or register online at scwatermelon.org/convention/registration.

If you will be bringing children or have any **dietary restrictions**, please contact **Blakely Atkinson** at (803) 734-0648 or blatkinson@scda.sc.gov.

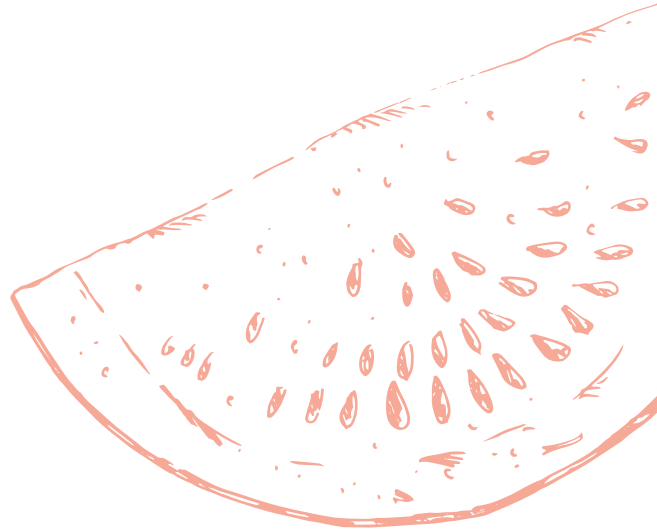
Hotel accommodations are available at the **Soneseta Resort** for **\$159.00 plus tax per night**. You may book your hotel room through the SCWA website, or by calling the resort directly at (843) 842-2400. Please be sure to mention that you are with the **South Carolina Watermelon Association Annual Meeting** to receive the group rate. The **cutoff date for room reservations is December 15, 2025**. After this date, room rates and availability cannot be guaranteed, so we encourage you to make your reservations early, even if you may need to cancel later.

We sincerely hope you will join us in **Hilton Head, January 15-18, 2026**, as we celebrate and strengthen the South Carolina watermelon industry. We look forward to seeing you there!

Sincerely,

Brad O'Neal

Brad O'Neal
SCWA President





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REGISTRATION FORM

Name _____ Name _____

Name _____ Name _____

Company Name _____

Address _____ City _____ State ____ Zip _____

Phone _____ Email _____

REGISTRATION OPTIONS

- | | | | |
|---|--|--|--|
| ☐ Full Registration
Includes all functions
\$300 per person | ☐ 6th Annual
Watermelon Crawl
Golf Tournament
\$100 per person | ☐ Grower Sponsorship
of a Queen Participant
\$300 | ☐ 2026 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 15, 2025.

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



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The South Carolina Watermelon Association and our Board of Directors are always working to make our Convention a great experience for everyone by keeping it fun, welcoming, and affordable. None of this would be possible without the dedication and support of our amazing sponsors!

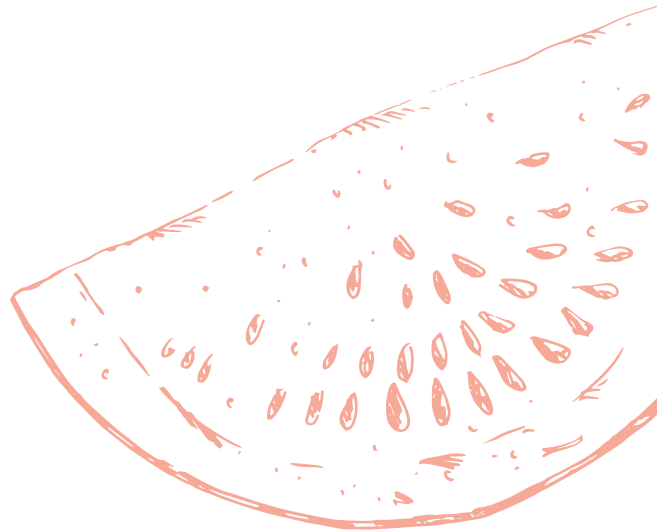
If you'd like to learn more about how you can get involved, check out the 2026 Sponsorship Information Sheet on page 4 of this packet. And if you have any questions, don't hesitate to reach out to Blakely Atkinson at 803-734-0648 or blatkinson@scca.sc.gov.

Your sponsorship plays a vital role in supporting the Association's mission to promote education, fellowship, and continued growth within our industry. We look forward to welcoming you to one of the South's premier cities as we come together to celebrate South Carolina's beloved watermelon industry.

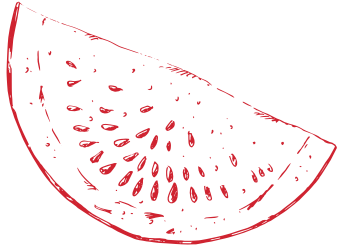
Sincerely,

A handwritten signature in green ink that reads "Brad O'Neal".

Brad O'Neal
SCWA President



2026 SPONSORSHIP INFORMATION



All ads and logos are due by December 5, 2025.

	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		✓	✓			
Display space with table	✓					
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	✓					



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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 _____

2026 Membership Dues—\$40 _____

6th 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

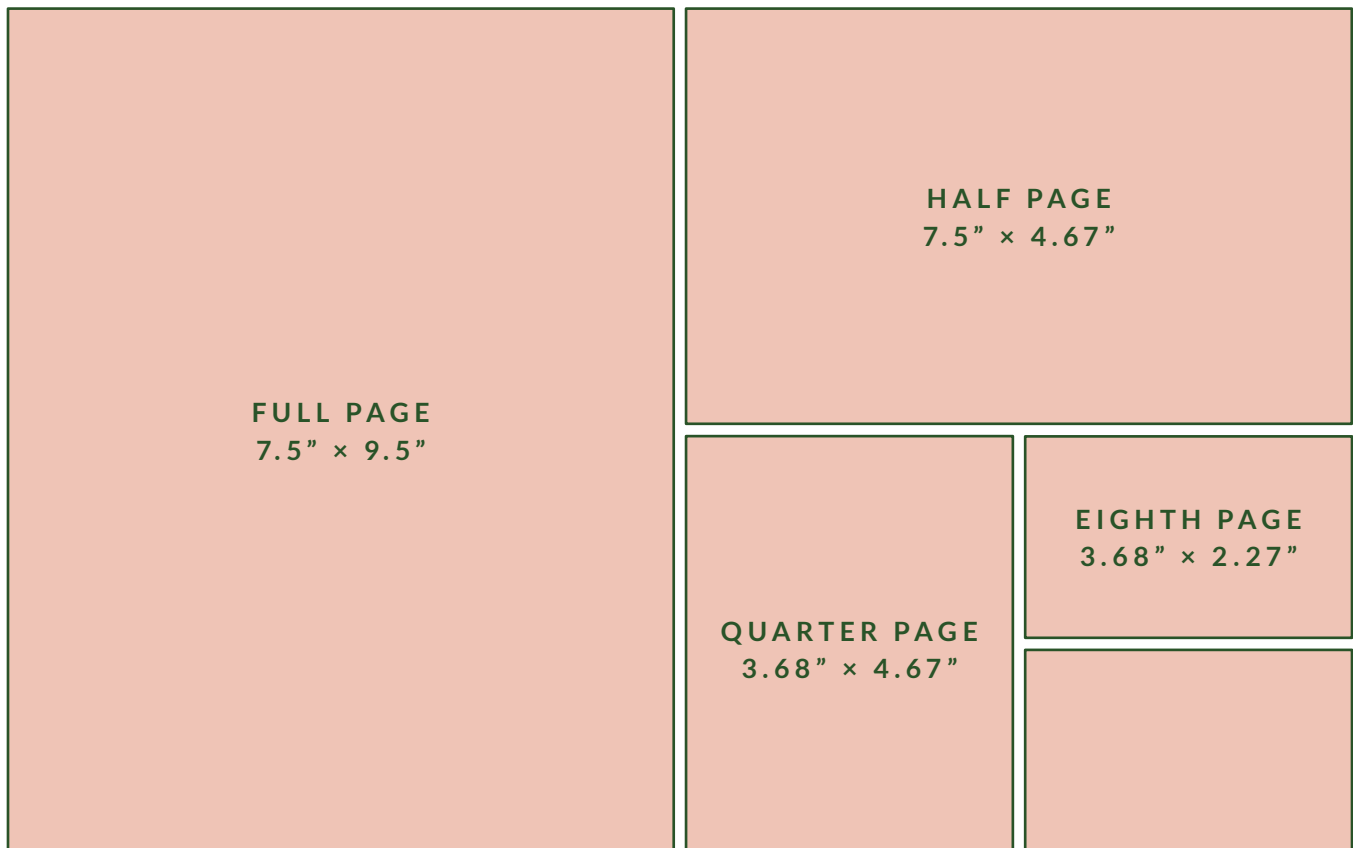
Kitt Moore, SC Watermelon Association
PO Box 175, Barnwell, SC 29812

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2026 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 5, 2025.

