



# 55<sup>th</sup> Annual CONVENTION

JANUARY 14–17, 2027 | 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 **55<sup>th</sup> Annual South Carolina Watermelon Association Convention**, to be held **January 14–17, 2027**, 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 **7<sup>th</sup> 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 2027 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](https://scwatermelon.org/convention/registration).

If you will be bringing children or have any **dietary restrictions**, please contact **Kitt Moore** at 803-300-2717 or [kitt.moore@melon1.com](mailto:kitt.moore@melon1.com).

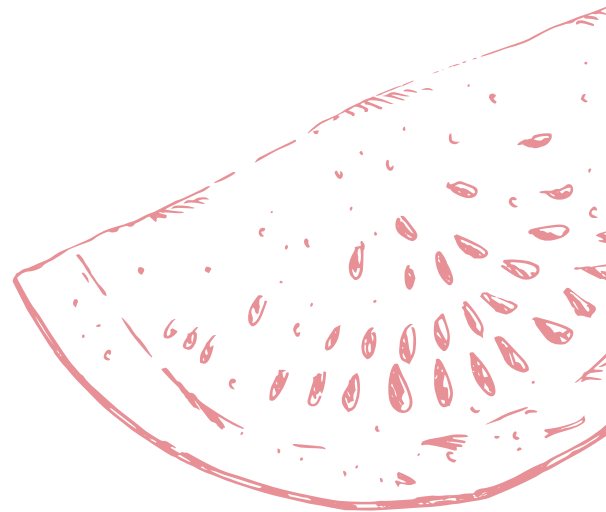
Hotel accommodations are available at the **Soneseta Resort** for **\$159.00 plus tax per night**. You may book your hotel room through the SCWA website or by calling the resort directly at 843-842-2400. Please be sure to mention that you are with the **South Carolina Watermelon Association Annual Meeting** to receive the group rate. The **cutoff date for room reservations is December 14, 2026**. 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 14–17, 2027**, as we celebrate and strengthen the South Carolina watermelon industry. We look forward to seeing you there!

Sincerely,

A handwritten signature in green ink that reads "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

☐ **7<sup>th</sup> Annual  
Watermelon Crawl  
Golf Tournament**  
\$100 per person

☐ **Grower Sponsorship  
of a Queen Participant**  
\$300

☐ **2027 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

803-300-2717 | [kitt.moore@melon1.com](mailto:kitt.moore@melon1.com)

**For meal planning purposes, this form must be completed and received prior to December 14, 2026.**

Registration may be completed online at [scwatermelon.org/convention/registration](https://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!

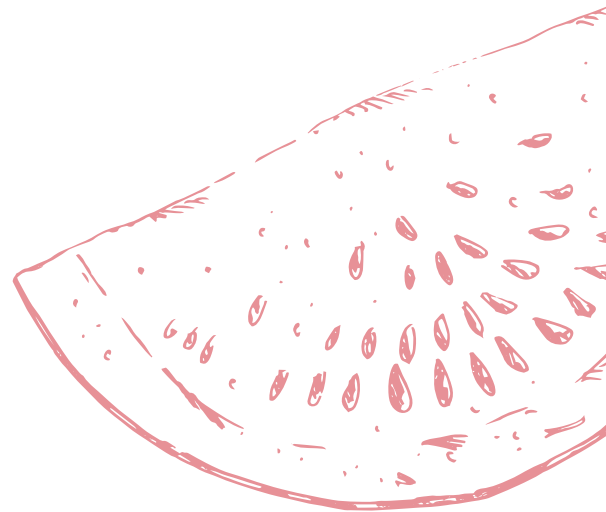
If you'd like to learn more about how you can get involved, check out the 2027 Sponsorship Information Sheet on page 4 of this packet. And if you have any questions, don't hesitate to reach out to Kitt Moore at 803-300-2717 or [kitt.moore@melon1.com](mailto:kitt.moore@melon1.com).

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



## 2027 SPONSORSHIP INFORMATION

**All ads and logos are due by  
November 20, 2026.**

|                                             | JUBILEE | ALLSWEET | SANGRIA | PRESIDENT'S<br>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 \_\_\_\_\_

2027 Membership Dues—\$40 \_\_\_\_\_

7<sup>th</sup> 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

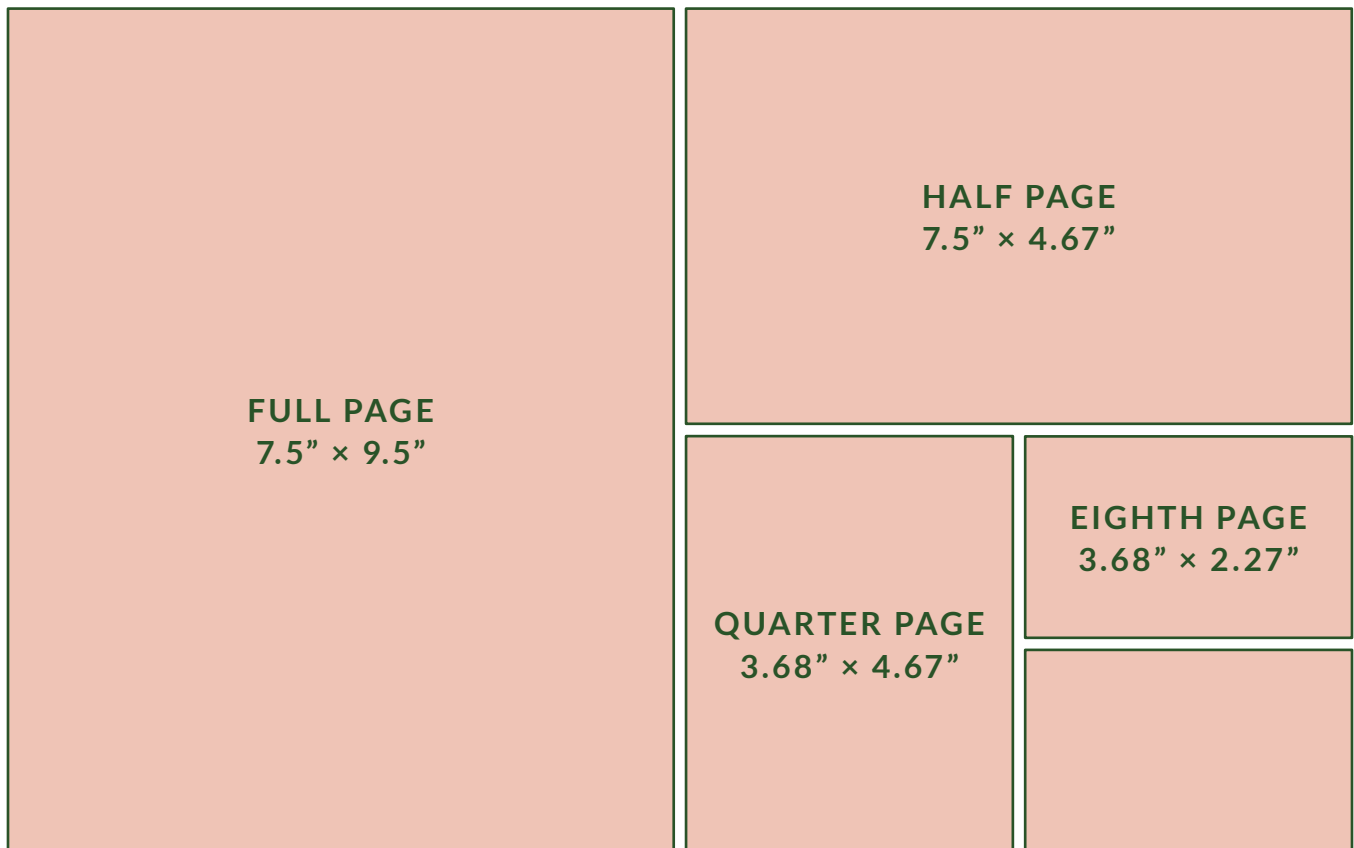
### RETURN TO

Kitt Moore, SC Watermelon Association  
PO Box 175, Barnwell, SC 29812  
803-300-2717 | [kitt.moore@melon1.com](mailto:kitt.moore@melon1.com)

**All ads and logos are due by November 20, 2026.**

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## 2027 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 crop/bleed marks.

Send your finalized ad file to [kitt.moore@melon1.com](mailto:kitt.moore@melon1.com)

**All ads and logos are due  
by November 20, 2026.**

