



UTAH FARM and FOOD CONFERENCE FEBRUARY 6-8 2020 GATHER - LEARN - GROW

CEDAR CITY, UTAH

Don't miss the opportunity to advertise your business, products, and services to this targeted audience! Attract new customers or supporters and connect with existing ones with a sponsorship, ad, or a vendor booth at our conference.

Your support helps cover costs and allows us to keep registration affordable. If small producers, farmers, soil, and food are important to you, then get behind this conference!

The Utah Farm & Food Conference (UFC) is an educational and networking hub for farmers, ranchers, foodies, chefs, small-artisan producers, food retailers, activists, researchers, and educators. The conference features pre-conference events, a farm tour, film screening, farmer's market, workshops, keynote speakers, exhibitors, vendors, a mixer, live entertainment, a seed exchange, and organic local culinary fare.

The Utah Farm & Food Conference is organized by Red Acre Center, a 501(c)(3). We pull together a group of farmers, ranchers, advocates, chefs, and consumers to make this conference happen. The 4th annual UFC is expected to draw over 250 attendees. Attendees are predominately from Utah, but with 10 states represented in 2019.

UFC brings together internationally acclaimed keynote speakers and local experts to strengthen the regenerative farming movement to help farmers and small artisan producers create more successful businesses and to foster a sense of community among those engaged in the local and sustainable food and farm movement.

Conferences similar to ours are hosted across the United States, some as old as 40 years with 3,000 attendees, but in Utah, this is the first of its kind— the only one in Utah, and southern at that! The Utah Farm Conference focuses not only on learning but gathering and being inspired.

Red Acre Center is a membership-based organization growing in membership. We have a growing social media presence on Instagram and Facebook and an active digital newsletter.

Printed materials are distributed throughout the entire state of Utah, parts of 10 other states and at several of the largest organic and biodynamic farm conferences in the country.



**UTAH FARM & FOOD
CONFERENCE**
FEBRUARY 6-8 2020

Go “shopping”! Choose from the following list what would benefit you, your product, or company the most. Total the dollar amount up and that is the level sponsor you are!

4 Season Sponsor

\$2,000 monetary donation OR \$ 2,200 value in trade (product or media sponsors welcome)
Your business logo listed in our conference program and on our website as a 4 season sponsor.

Fall

\$1,500 monetary donation OR \$ 1,150 value in trade (product or media sponsors welcome)
Your business logo listed in our conference program and on our website as a Fall sponsor.

Summer

\$1,000 monetary donation OR \$1,100 value in trade (product or media sponsors welcome)
Your business logo listed in our conference program and on our website as a Summer sponsor.

Spring

\$500 monetary donation OR \$550 value in trade (product or media sponsors welcome)
Your business logo listed in our conference program and on our website as a Spring sponsor.

Winter

\$250 monetary donation OR \$275 value in trade (product or media sponsors welcome)
Your business or name listed in our conference program and on our website as a Winter sponsor.

Seasonal

\$100 monetary donation OR \$110 value in trade (product or media sponsors welcome)
Your business or name listed in our conference program and on our website as a Seasonal sponsor.

Sponsorship Opportunities

Have an idea? Want to change something? Let's switch it up! We love new ideas, so please let us know!

Bites & Beverages (1 of 4 events open to the community, 1 available) \$2,000, Deadline: Jan 20

Be the sponsor of this ultimate foodie event! Conference attendees will come together along with the local community for this evening event. Bites & Beverages is a farm-inspired appetizer cook-off featuring the culinary creations of 5 Utah chefs. Guests will mix and mingle while visiting the chef's stations for a bite made from local ingredients and sip local beer and wine. Guests will vote for the bite they liked the best followed by an award and cash prize for the winning chef.

Special perks of sponsoring this event:

Each chef will receive a participation award and the winning chef will receive an oversized check with your logo prominently displayed on both the check and the awards presented. We will put up as many banners as you supply, in any size in the event space. Your logo and name will also be featured on the color poster that is circulated and posted and wherever the Bites and Beverage event is listed: social media, press releases, emails, special event page, pre-conference page, and the schedule - both online and in the printed program.

Keynote Speaker (2 available, 1 for each speaker) \$2000, Deadline: Jan 20

Help bring an internationally recognized speaker to the Utah Farm and Food Conference and link your business name and logo to one of the great names currently leading out in the agriculture movement. Benefits include verbal recognition from the podium before the keynote address and your business logo and name featured on a visual backdrop before keynote address and wherever the speaker is listed: social media, press releases, emails, the schedule page, presenters page, and workshop page - both online and in the printed program. We're not done yet! This also includes a photo opportunity with a sponsored speaker.

Farm to Fork Dinner, (1 available) \$1,500, Deadline: Jan 20

A highlight of the conference! Attendees gather for dinner at long tables and eat all locally sourced food family style prepared by Chef Shon of Segó and Wood Ash Rye.

Sponsoring this event would include having any size banner prominently placed during the dinner, being recognized verbally during dinner, having your business logo and name on: social media, press releases, emails, special events page, schedule page - both online and in the printed program.

Photographer (1 available) \$1,500, Deadline: Feb 4

Broken Banjo is a nationally recognized photographer in the local food movement - photographing some of the largest farm conferences in the country.

Help capture and memorialize the spirit of the conference! Benefits include one photo with a presenter or setting of your choice, and your business logo and name where ever the photographer is listed: social media, press releases, emails, and photographer profile - both online and in the printed program.

Farmers Market (1 of 4 events open to the community, free to attend, 1 available) \$1,000, Deadline: Jan 20

What a cool event to host! Sponsoring this event would include having a banner of any size prominently placed during the farmers market and your logo and name on the color poster that is circulated and posted in southern Utah and wherever the Farmers Market event is listed: social media, press releases, emails, special event page, and schedule page - both online and in the printed program.

Program / Schedule (1 available) \$1,000, Deadline: Jan 20

You will have the color centerfold with artwork you provide! 30 pages or more of color and black and white images, ads, articles from presenters, and the schedule which you cannot live without for the conference. The conference program is a take-home keepsake for sure! This is distributed at the conference to every attendee and posted on the website for over a year and online for years to come. The year following the conference we are constantly circulating the program, we have a copy of the program at every booth Red Acre Center sets up at events and we promote future conferences with previous programs including all of the details about advertisers and sponsors.

Farmer Guild Mixer, (1 available)\$700, Deadline: Jan 20

A late-night event for everyone, but yes spirits are served - so this could be a fun event to sponsor. Sponsoring this event would include having any size banner prominently placed during the mixer, being recognized verbally during the mixer, and having your business logo and name on: the bingo card (we do for a get-to-know-you activity), social media, press releases, emails, and the special event page and schedule page - both online and in the printed program.

Lanyards (1 available) \$550, Deadline: Jan 20

Have your name and logo on every attendee's keepsake take-home lanyard.

Live Music at Bites & Beverages (1 available) \$500, Deadline: Jan 20

Be the proud sponsor of bringing live music - a great local band to this event. Benefits of sponsoring include your logo and name on a prominent sign in front of the band, verbal recognition from the band during their set, your logo and name on the color posters that are circulated and posted and wherever the band is listed on: social media, press releases, emails, and the special event page, pre-conference page, and schedule page - both online and in the printed program.

Live Music at the Farm to Fork Dinner (1 available) \$500, Deadline: Jan 20

Be the proud sponsor of bringing live music, a great local band to this event. Benefits include your logo and name on a prominent sign in front of the band, verbal recognition from the band during their set, and your logo and name wherever the band is listed on: social media, press releases, emails, and the special event page and schedule page - both online and in the printed program.

Pre-Conference Workshop (4 available) \$500, Deadline: Jan 20

The benefits of sponsoring a pre-conference workshop include being verbally recognized during the event, and your business logo and name featured on: social media, press releases, emails, the pre-conference page and schedule page - both online and in the printed program.

Live Music at the Farmer Guild Mixer (1 available) \$250, Deadline: Jan 20

Be the proud sponsor of bringing live music, a great local band to this event. Your logo and name on a prominent sign in front of the band, verbal recognition from the band during their set, and your logo and name wherever the band is listed: on social media, press releases, emails, and the special event page and schedule page - both online and in the printed program.

Pre-Conference Workshop Venue (4 available), Deadline: Jan 20

Do you have a kitchen, farm, location or venue that could be just right for a pre-conference workshop? Host the workshop and your space will be associated with sponsoring the workshop by having your business logo and name on: social media, press releases, emails, and the pre-conference page and schedule page - both online and in the printed program.

Farm Tour (1 available) \$500, Deadline: Jan 20

Support the farm tour highlighting small diversified farms. Benefits include two seats on the tour, verbal recognition during the tour, and your business logo and name on: post on social media, emails, and the schedule and pre-conference page - both online and in the printed program.

Film Screening (1 of 4 events open to the community, free to attend, 1 available) \$500, Deadline: Jan 20

Bring a film unique to this movement not only to UFC attendees but to the public, free of charge! Your logo will be on every poster we put up in Southern Utah! Benefits also include your business logo and name where ever the film is listed, on: social media, emails, and the schedule, and the special events page - both online and in the printed program.

Photobooth (1 available) \$500, Deadline: Feb 4

We're looking for a like-minded sponsor with a cool logo that would be in EVERY photo taken at the photobooth in its own creative fun way! Your logo and name where ever the photobooth is listed, on: social media, emails, and the special event page - both online and in the printed program.

Seed Exchange (1 of 4 events open to the community, free to attend, 1 available) \$500, Deadline: Jan 20

Benefits of sponsoring include being verbally recognized during the seed exchange, having a banner of any size prominently placed during the seed exchange, being recognized verbally during the seed exchange, and your business logo and name on: social media, press releases, emails, and the special events page and schedule page - both online and in the printed program.

Conference Bag (12 available) \$400, Deadline: Jan 20

Each attendee will receive their program and a bag full of swag! Have your business name and logo on every bag attendees take home and lovingly use forever.

Conference Tickets (unlimited) \$275, Deadline: Feb 4

Attend the conference as a proud sponsor! Benefits include whatever level you reach by amount spent, and recognition on your name badge.

Scholarships (unlimited) \$225, Deadline: Feb 3

Cover the cost for one attendee at the "early-bird" price.

Help new and beginning farmers, small artisan producers, and those involved in working towards a sustainable food movement attend the conference! Benefits include meeting the recipients at reception (if you attend the conference), a thank-you letter from the recipient after the conference, as well as name recognition for your business or you personally, or a message in memory or honor of someone in the conference program and on the website.

Booth Space (12 available) \$175, Deadline: Feb 1

Reach an influential, diverse and niche group of farmers, ranchers, owners, retailers, activists, educators, and supporters. Benefits include a booth space for 2 days with a 2' x 6' table.

Something in the Bag (item(s) you provide, Unlimited) \$150, Deadline: Feb 3

Each attendee will receive their program and a bag full of swag! Have your business name and or logo on every item/piece of swag that you provide and we will be sure one is put in every bag.

Banner at the Conference (you provide, 25 available), Deadline: Feb 3

We will proudly display your banner on the main stage where all keynote addresses and the film screening are held.

\$75 approximate size 1.7 x 3'

\$125 approximate size 2.5' x 4' - 2.5' x 4' - 2.5' x 8'

\$150 approximate size 4' x 6' - 4' x 8'

Posters (25 available) \$100, Deadline: Jan 15

Your business logo on every poster! We canvas the entire state of Utah and parts of Washington, Oregon, California, Arizona, Idaho, Montana, Wyoming, New Mexico, Colorado, Nevada and at several of the largest organic and biodynamic farm conferences in the country.

We also put up posters in feed stores, breweries, seed companies, coffee shops, bakeries - anywhere we can think of.

The save the date poster is due by May 4, 2020, the second round of posters is due by September 1, 2020.

Farmers (Unlimited), Deadline: Jan 20

Those that donate anything they produce will have a special place in our hearts and a logo on a page in our program dedicated to those who grow and raise our food!

Farmers (Unlimited), Deadline: Feb 6

That donate anything they produce will have a special place in our hearts!

Snack Sponsor (5 available), Deadline: Feb 3

Have your product served during a break and any literature about the product and your business.



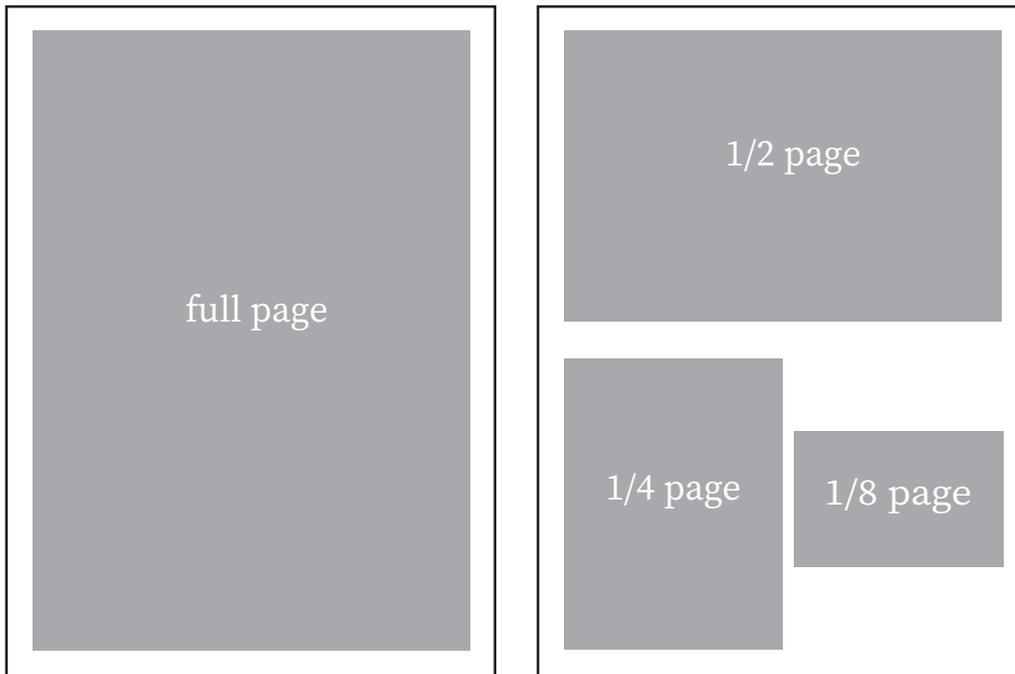
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CEDAR CITY, UTAH

Advertising

Ads reach an influential, diverse and niche group of farmers, ranchers, owners, retailers, activists, educators, and supporters.

Ad Submission



Ads Due by:
Monday, Jan 20

Send your Ad file to:
gather@utahfarmconference.org

Questions? Contact
gather@utahfarmconference.org
435-704-1222

Ad Size	Dimensions	B&W	Color
Full Page	7.25"w x 9.5"h	\$350	\$450
1/2 Page	7.25"w x 4.626"h or 3.5"w x 9.5"h	\$200	\$275
1/4 Page	7.25"w x 2.375"h or 3.5"w x 4.626"h	\$100	\$125
1/8 Page	3.5"w x 2"h (biz card)	\$50	\$80

Program is distributed to all attendees, sponsors, vendors, advertisers and to those who are interested in participating the following year.

Program will be available for viewing on the conference website immediately following the conference and stay up for approximately one year.

Artwork Guidelines

- Press-ready PDF, JPEG, TIFF or EPS files accepted.
- No bleeds.
- Cannot provide any color matching guarantee as pertains to screen-viewable, electronic files