



Sponsorship Packages

May 12-13, 2021



www.farm24vt.com | farm24vt@gmail.com



#Farm24VT
c/o Champlain Valley Farmer Coalition
23 Pond Lane, Suite 300
Middlebury, VT 05753

farm24vt@gmail.com

Dear Neighbor,

As a friend of the Vermont farming community, you will no doubt find the news we are about to share very exciting!

Next spring, we are hosting the first annual #Farm24VT, a 24-hour social media celebration of agriculture, food, and dairy in Vermont. Farmers, agribusinesses, and others in the agriculture sector will share photos, videos, and stories, giving our community a behind-the-scenes look at how their favorite local foods get to their tables. The festivities get underway on May 12, 2021 at 5:00 am and run for a full 24 hours!

Why are we doing this? Because of the COVID-19 pandemic, farmers have lost all of our opportunities to welcome members of the public to our farms. Gone are the days of school field trips, special events like Vermont Breakfast on the Farm, and spontaneous visits from curious passers-by. #Farm24VT will allow all farmers and our partners to show the general public throughout the region how we love and care for the land, the soil, the waterways, our animals, our employees, and our communities. We hope that #Farm24VT will inspire the growth of new relationships between farmers, consumers, and our communities that will endure long after the event is over. Our goal is to reach up to 1.7 million people primarily living in Vermont, Western New York, and New England via social media.

We hope that you and your company will take part in #Farm24VT! There are lots of ways to get involved:

- **Become a sponsor.** #Farm24VT is funded, in part, by a generous grant from Vermont Breakfast on the Farm. We could still use additional funds to support our work. Your sponsorship would get your brand in front of an audience hungry to learn more about Vermont agriculture. The more sponsors we have, the further we can spread your (and our) message. We have enclosed our sponsorship menu for your review.
- **Donate a prize for our giveaway.** We're giving away one prize every hour of #Farm24VT to a lucky individual or family watching our event from home, work, or school. If you have a product related to agriculture that's easily shipped, it will probably make a great prize to give away! You can find more details in the enclosed sponsorship menu.
- **Take the pledge to #Farm24VT.** Finally, we would love to have you join #Farm24VT as a participant! Share photos, videos, and stories about your agricultural products and services. Head to www.farm24vt.com to take the pledge today!

We hope to see you virtually for #Farm24VT! If you are interested in sponsorship or prize donation, please send a note to farm24vt@gmail.com to get started.

Sincerely,

John Roberts
Executive Director
Champlain Valley Farmer Coalition

Amy Richardson
Board Member
Connecticut River Watershed Farmers Alliance

#Farm24VT is a project of the
Champlain Valley Farmer Coalition
& the Connecticut River Watershed Farmers Alliance.

Sponsorship Levels & Recognition Benefits

Barn Raiser - \$2,500 (limit 3)

- Logo with link displayed in footer on all pages of event website
- Logo with link in primary location on sponsor webpage
- Logo in primary location in all print and digital advertisements
- Logo with link in primary location in all pre- and post-event emails
- Company name included in all pre- and post-event press releases
- Logo displayed on participant selfie template
- Logo displayed on a slide during social media workshops for participants
- Logo displayed in primary location on inside cover of digital social media toolkit
- Social media announcement of sponsorship with link to website or other sponsor-produced content
- Social media mentions and/or shares during event (12x)

Harvester - \$1,000 (limit 3)

- Logo with link in secondary location on sponsor webpage
- Logo in secondary location in all print advertisements
- Logo with link in secondary location in all pre- and post-event emails
- Company name included in all pre- and post-event press releases
- Logo displayed in secondary location on inside cover of digital social media toolkit
- Social media announcement of sponsorship with link to website or other sponsor-produced content
- Social media mentions and/or shares during event (6x)

Cultivator - \$500 (limit 10)

- Logo with link in tertiary location on sponsor webpage
- Logo with link in tertiary location in all event emails
- Logo displayed in tertiary location on inside cover of digital social media toolkit
- Company name in tertiary location in all print advertisements
- Social media announcement of sponsorship with link to website or other sponsor-produced content
- Social media mentions and/or shares during event (3x)

Pollinator - \$250 (Unlimited)

- Company name with link at bottom of sponsor webpage
- Company name with link in all event emails
- Company name listed in acknowledgements of social media toolkit
- Social media announcement of sponsorship with link to website or sponsor-produced content
- Social media mentions and/or shares during event (1x)

Seed Sower - Giveaway Prize Donation (Limit 24)

- Logo with link on giveaway prize webpage
- Company name included in all pre- and post-event press releases
- Social media announcement of prize giveaway with link to website or sponsor-produced content
- Robust social media and website promotion during the hour company's prize is being given away
- Company may select which hour to give away its prize on a first-come, first-served basis

**Are you ready to become a sponsor or prize donor?
Contact farm24vt@gmail.com to get started!**