



AUGUST 7-9 | SAN MARCOS, TX

2022
SPONSORSHIP
& EXHIBITOR
OPPORTUNITIES

Promote your business or organization at this dynamic gathering of independent family farmers and ranchers, homesteaders, and supporters of sustainable agriculture.

For more information about sponsoring, advertising, or exhibiting at the Conference, please contact:

Teresa Davenport

Director of Communications/FARFA & CHFS

Conference@farmandranchfreedom.org



ABOUT THE SFFFS CONFERENCE:

In 2019, two sister non-profits, Farm and Ranch Freedom Alliance and the Council for Healthy Food Systems, along with the Small Producers Initiative at Texas State University hosted their first-ever combined conference. Previously known separately as the Small Producers Conference and the Farm & Food Leadership Conference, the event changed its name in 2021 in recognition of this ongoing partnership.

WHO WE ARE

The Small Producers Initiative is a USDA funded program housed in the Department of Agricultural Sciences at Texas State University. Its mission is to provide research, outreach, and extension to small and mid-sized farmers and ranchers in Texas. SPI specializes in working with historically underserved producers (beginning, minority, veteran, women, young). SPI supports farmers of every production style: conventional, regenerative, sustainable, organic, livestock, row-crop, market produce, and others.

Farm and Ranch Freedom Alliance has a 16-year history of successfully advocating at the national, state, and local level to shape legislation and regulations supporting the success of independent farms and local food producers. FARFA focuses on changing burdensome laws that impede the ability of small-scale, sustainable producers to provide their products to consumers at fair market prices. FARFA brings to the Conference a unique focus on the policies that may hinder or benefit the availability of local foods.

The Council for Healthy Food Systems' mission is to build community, educate policymakers, and inform the public on healthy food systems, namely those that are local and regional and are healthy, safe, economically sound, and environmentally sustainable. CHFS develops information to educate farmers, consumers, elected officials, and media and builds partnerships to solve complex issues around food systems through systemic, transformative action.



AUGUST 7-9, 2022

AN IN-PERSON EVENT

WWW.SOUTHERNFAMILYFARMERSCONFERENCE.ORG

Our Combined Reach:

1,320

Past Attendees

13,785

Facebook Followers

900

Instagram Followers

1,130

Twitter Followers

12,000

Email Distribution

Farmers at our conference tend to operate small acreage businesses, sell direct-to-consumer in local markets, and strive for diversification and sustainable practices.

Participants represent a wide variety of growers: not only pasture based graziers and vegetable growers, but also producers of eggs, value-added products, nursery/greenhouse products, orchards, row crops, dairy, and niche products like flowers, mushrooms, and honey.

After farmers, the next largest audience segment consists of representatives from food and farming nonprofits, farmers markets, and government agencies.

Participant Demographics:

340*

2021 Attendees

50-70%**

Farmers

45-60%**

Beginning Farmers

25%**

BIPOC

* Pre-Covid attendance in 2019 was 430

** Range over the last 3 years



SPONSORSHIP OPPORTUNITIES

TRACK SPONSOR - \$8,000

New this year! Sponsor an entire Conference track (your choice*) for these high-profile benefits:

- Special recognition at keynote dinner, plenary session, and in your hosted track's meeting room
- Feature article/profile on your company in the FARFA member newsletter
- Recognition on Conference website landing page
- Inclusion of company handouts in registration bags
- 8 free Conference registrations
- Logo & link on FARFA, CHFS, & SPI websites' sponsorship pages
- Listing & link in registration acknowledgement emails
- Program listing & contact info
- Full page/premium placement ad in event program
- Listing & link in all Conference promotion emails
- Logo on Conference banner display
- Full page/premium placement ad in FARFA member newsletter
- 2-year FARFA Business Membership (includes 2-year classified ad in quarterly FARFA member newsletter)
- Free double-size Exhibitor Booth (August 8-9)

* Tentative tracks: Crops, Livestock, Policy, Finance/Business. Check website for up-to-date list.

RAINMAKER - \$4,000

- 8 free Conference registrations
- Logo & link on FARFA, CHFS, & SPI websites' sponsorship pages & on Conference website
- Listing & link in registration acknowledgement emails
- Program listing & contact info
- Full page/premium placement ad in event program
- Listing & link in all Conference promotion emails
- Logo on Conference banner display
- Full-page/premium placement ad in FARFA member newsletter
- 2-year FARFA Business Membership (includes 2-year classified ad in quarterly FARFA member newsletter)
- Free double-size Exhibitor Booth (August 8-9)

SUSTAINER - \$2,500

- 6 free Conference registrations
- Logo & link on FARFA, CHFS, & SPI websites' sponsorship pages & on Conference website
- Listing & link in registration acknowledgement emails
- Program listing & contact info
- Full-page ad in event program

- Listing & link in all Conference promotion emails
- Logo on Conference banner display
- Full page ad in FARFA member newsletter
- 1-year FARFA Business Membership (includes 1-year classified ad in quarterly FARFA member newsletter)
- Free Exhibitor Booth in preferred location (August 8-9)

HARVESTER - \$1,500

- 4 free Conference registrations
- Logo & link on FARFA, CHFS, & SPI websites' sponsorship pages & on Conference website
- Listing & link in registration acknowledgement emails
- Program listing & contact info
- 1/2-page ad in event program
- Listing & link in all Conference promotion emails
- Logo on Conference banner display
- 1/2-page ad in FARFA member newsletter
- 1-year FARFA Business Membership (includes 1-year classified ad in quarterly FARFA member newsletter)
- Free Exhibitor Booth (August 8-9)

CULTIVATOR - \$1,000

- 3 free Conference registrations
- Logo & link on FARFA, CHFS, & SPI websites' sponsorship pages & on Conference website
- Listing & link in registration acknowledgement emails
- Program listing & contact info
- 1/4-page ad in event program
- Listing & link in all Conference promotion emails
- Logo on Conference banner display
- 1/4-page ad in FARFA member newsletter
- 1-year FARFA Business Membership (includes 1-year classified ad in FARFA member newsletter)
- 25% off Exhibitor Booth (August 8-9)

SEED SOWER - \$600

- 2 free Conference registrations
- Logo & link on FARFA, CHFS, & SPI websites' sponsorship pages
- Name & link in registration acknowledgement emails
- Program listing & contact info
- 1/8-page ad in event program
- One-time listing in FARFA member newsletter

AGTIVIST - \$350

- 1 free Conference registration
- Name & link on FARFA, CHFS & SPI websites' sponsorship pages
- Listing & link in registration acknowledgement emails
- Program listing & contact info

SIGN UP AS A SPONSOR

Please print and complete this form, submitting it one of these ways:

- Scan and email it to info@farmandranchfreedom.org.
- Mail with a check made out to Farm and Ranch Freedom Alliance, P.O. Box 809, Cameron, TX 76520.
- Pay by credit card by using the FARFA donation form at www.farmandranchfreedom.org/donate and leaving a note in the "Comments" section to indicate the payment is for a sponsorship.

SPONSOR INFORMATION

Company/Organization

Contact Name

Mailing Address

Phone

Email Address

Website URL

SPONSORSHIP LEVEL (Check 1 box. If your level includes an Exhibit Booth, please also use form on p. 6.)

Track Sponsor (\$8,000) Indicate track preference:	<input type="checkbox"/>
Rainmaker (\$4,000)	<input type="checkbox"/>
Sustainer (\$2,500)	<input type="checkbox"/>
Harvester (\$1,500)	<input type="checkbox"/>
Cultivator (\$1,000)	<input type="checkbox"/>
Seed Sower (\$600)	<input type="checkbox"/>
Agtivist (\$350)	<input type="checkbox"/>
Please donate my complimentary registration(s) as a branded scholarship for farmers, gardeners, or ranchers who might otherwise be unable to attend. (Indicate number to donate.)	

ADVERTISING OPPORTUNITIES (Anyone unable to sponsor may purchase program advertising.)

Half-page (\$600) Quarter-page (\$350) Eighth-page (\$200)
(You will receive instructions on how and when to submit your artwork.)

SCHOLARSHIP DONATION (optional) \$50 \$100 \$200 other \$

IN-KIND DONATIONS (Donors may receive sponsorship benefits equivalent to gift value.)

Media Sponsorship <input type="checkbox"/>	Please list item & retail value:
Silent Auction item donation <input type="checkbox"/>	
Donation of meal or snack item <input type="checkbox"/>	

Contact Conference@farmandranchfreedom.org with any questions regarding sponsorships, in-kind donations, or silent auction donations.

TOTAL DUE:

SIGN UP AS AN EXHIBITOR - AUGUST 8-9



WHO ARE OUR ATTENDEES?

- Over the last 3 years, 50-70% of attendees have been farmers.
- Of those, 45-60% have been beginning farmers.
- Farmer attendees tend to operate small acreage, sell direct-to-consumer in local markets, and strive for diversification and sustainable practices.
- A smaller but still significant audience consists of attendees from food and farming nonprofits, farmers' markets, and government agencies.

INCENTIVES FOR ATTENDEES TO VISIT EXHIBIT HALL

- Monday social hour in the Exhibit Hall prior to keynote dinner.
- Expanded breaks compared to previous years to encourage more visitors.
- Snacks and coffee setups are located in Exhibit Hall.
- Opportunity for all exhibitors to submit video promos for Conference website leading up to and during event.

RESERVE YOUR EXHIBIT BOOTH (Please note Exhibit Hall is open the last 2 days of the event)

- Go to bit.ly/Exhibitor2022SFFFS to register and pay online.
- Or, print, complete, and mail this form with a check made out to Farm and Ranch Freedom Alliance, P.O. Box 809, Cameron, TX 76520.

Company/Organization: _____ Contact person: _____

Website URL: _____ Phone: _____

Email Address: _____ Mailing Address: _____

Booth Selection: Regular - 8-ft. space w/ 6-ft. table (\$450 for business or govt. agency; \$300 for non-profit)
 Double-size (\$700)

Extra Registrations (first is free; additional registrations=\$80 ea.). Indicate number of extra needed (up to 4):

Additional promotions for Exhibitors:

- Name and contact info in the conference program
- Name and link on SPI, FARFA, & CHFS website event pages for one year
- Mention on 3 hosts' individual Facebook accounts

TOTAL DUE: