

## SPONSORSHIP LEVELS: 2016 FARMER OLYMPICS

*NOTE: In-kind sponsorships welcome: donations of equipment, product, prizes, etc.*

Amount	Level	
\$5000+	Rain Maker	<ul style="list-style-type: none"> <li>• Mentioned as <i>Rainmaker Sponsor</i> in all media outreach 3 months leading up to event</li> <li>• Headlining logo/name featured on website, posters, emails, program</li> <li>• 8 tickets to event</li> <li>• High-profile game or event area (stage, wine garden, etc.)</li> <li>• Full page ad in event program</li> <li>• FG mentions or reposts social media plug (facebook, twitter, instagram) 5X leading up to event and 2 co-branded promotions of our aligned mission</li> </ul>
\$2500	Tractor	<ul style="list-style-type: none"> <li>• Extra Large logo/name featured on website, posters, emails, program</li> <li>• 6 tickets to event</li> <li>• High-profile game or event area (stage, wine garden, etc.)</li> <li>• Half page ad in event program</li> <li>• Inclusion of logo on <i>all</i> statewide FG emails during the 3 months leading up to event</li> <li>• FG mentions or reposts social media plug (facebook, twitter, instagram) 4X leading up to event and 2 co-branded online promotions of our aligned mission</li> </ul>
\$1000	Plow	<ul style="list-style-type: none"> <li>• Large logo/name featured on website, posters, emails, program</li> <li>• 4 tickets to event</li> <li>• High-profile game or event area (stage, wine garden, etc.)</li> <li>• Half page ad in event program</li> <li>• FG mentions or reposts social media plug (facebook, twitter, instagram) 3X leading up to event and 1 co-branded online promotion of our aligned mission</li> </ul>
\$500	Pitchfork	<ul style="list-style-type: none"> <li>• Medium logo/name featured on website, related emails, and event program</li> <li>• 2 tickets to event</li> <li>• Booth or sponsored game at Olympics</li> <li>• Farmers Guild (FG) mentions or reposts social media plug (facebook, twitter, instagram) twice leading up to event</li> </ul>
\$250	Spade	<ul style="list-style-type: none"> <li>• Logo/name featured on website, posters, emails, program</li> <li>• Booth or sponsored game at Olympics</li> </ul>



# THE FARMERS GUILD

## 3<sup>RD</sup> ANNUAL FARMER OLYMPICS

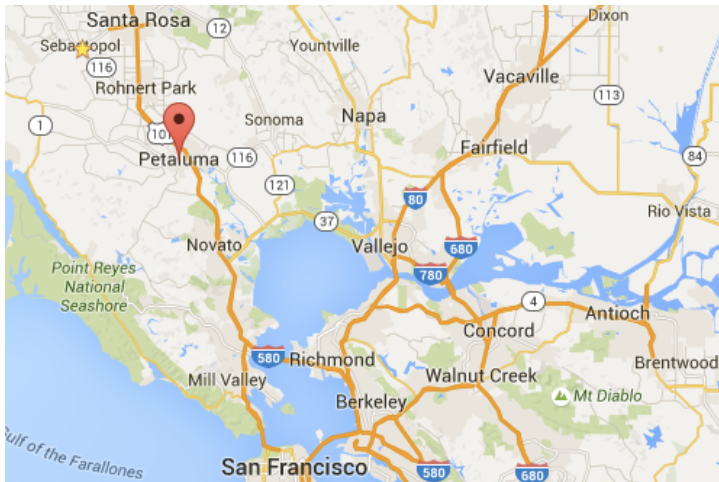
1000 Est. Attendance

Mailing List: 3,000+

2,300+ Likes on Facebook

Target Audience: All ages, organic farming & food advocates, families & kids, chefs, farmers market clientele, young and aspiring farmers & gardeners, students & millennials, etc.

40+ Games, including haybale-stacking, wheel-barrow racing, melon bowling and more.



### PETALUMA, CA

20 min. from Santa Rosa

45 min. from San Francisco

50 min. from Berkeley

1:15 min from Davis

#### PATNERS INCLUDE:

- California Certified Organic Farmers (CCOF)
- Permaculture Skills Center
- Sierra Harvest
- Grange School of Adaptive Agriculture
- Center for Land-based Learning
- FarmLink
- CropMobster
- Community Alliance of Family Farmers
- Slow Food: Russian River, Sonoma, etc.
- Go Local Cooperative
- The National Young Farmers Coalition

#### FARMERS GUILD FEATURED IN:

- The Press Democrat
- Petaluma Argus
- Civil Eats
- KQED
- Modern Farmer Magazine
- The Davis Enterprise
- KRCB: PBS/NPR
- Sonoma Valley Sun
- Willits News
- The Union
- Progressive Farmer Magazine

### PAST SPONSORS OF THE FARMERS GUILD:

