

Conservation InAction Tour 2012

May 30-31
Mississippi Delta *Southern Style*



SPONSORSHIP

We sponsor the Conservation In Action Tour first and foremost because it illustrates real world stewardship success stories for key policymakers. We also value the opportunities to interact with growers, farm media and state, regional and national government officials who share our interest in nutrient stewardship.

-- Lara Moody, *The Fertilizer Institute*

Tour sponsors receive:

- National recognition
- Exposure to local, regional and national media
- Interaction with Tour participants, including policy makers, government agency representatives, producers, ag and conservation associations, media and more
- Opportunity to showcase products, technology and equipment to target audience

Our annual Conservation In Action Tour:

- gathers our national, diverse membership
- attracts new members
- showcases what we do best – provide access to information and technology for conservation agriculture, promote conservation achievements, recognize advancements in conservation and identify future needs

Help Us Succeed

The Conservation In Action Tour allows CTIC to raise funds to support our educational and informational efforts. These include:

- educating about conservation technologies
- surveys of conservation practice adoption
- the Upstream Heroes information campaign
- quarterly distribution of *Partners* magazine

Sponsorship Opportunities

Tour Leader — \$15,000

The ultimate level of recognition for one Tour sponsor. Show your support of conservation agriculture and receive the greatest acknowledgment through all promotion and Tour events.

- Six employees, clients or friends can join the Tour with complimentary registrations (provide names by April 15)
- Exhibit display featured at Tour registration area during evening social (May 30) and morning of Tour (May 31)
- Printed materials included in participant packets (provide material by May 1)
- Prominent color logo appears on Tour website, Tour notebook, signage at hotel lobby/registration, and inclusion in all marketing materials
- Sponsor featured in special news release naming Tour Leader; email blast to 9,000+ information multipliers



Low-grade weir in Mississippi Delta, site of Conservation In Action Tour 2012.

Evening Social Sponsor — \$10,000

Be recognized as a strong supporter of Conservation In Action and the mission of CTIC.

- Recognized during social event; opportunity to speak to the attendees during event
- Four paid Tour reservations for company employees, clients, retailers, etc. (provide names by April 15)
- Opportunity to include materials in participant packets (provide material by May 1)
- Prominent color logo appears on Tour website, Tour notebook, signage at social, and inclusion in all marketing materials



Evening Social at Conservation In Action Tour 2011 in Northwest Ohio.

Dinner Sponsor — \$7,500

The Tour will end at Williams Farm, where the family will share their picturesque grounds for our reception and dinner. A well-known local caterer will serve a true southern style meal that is sure to satisfy all. Sponsor this and be remembered for your southern hospitality.

- Recognized on buses on the way to and at the dinner location
- Opportunity to briefly address participants and introduce dinner speaker
- Color logo appears in Tour notebook, on sign at dinner location and on Tour website

Farm Host Travel Sponsor — \$7,200

With your support, CTIC will offer complimentary travel to farm hosts from previous Tours (2008-2011) to join Conservation In Action Tour 2012. Help us say thanks to hosts of past Tours and foster dialogue among farmers from Midwest, Virginia and the Delta. Multiple sponsors welcome.

- Recognized in invitation letters to farm hosts
- Color logo appears on farm host profile page in Tour notebook
- Color logo appears on Tour website

Conservation Technology Expo Exhibitor — \$5,000

The Tour will include an exposition of tools, technology and equipment that make conservation more efficient and more profitable. Tour participants will spend at least 60 minutes at the Expo during lunch at Mill Creek Gin. Multiple exhibitors welcome.

- Opportunity for up to four representatives to speak on Tour buses (one representative per bus) during the drive to the first Tour stop (must provide names by April 15). Representative registration included with sponsorship.
- Exhibit space (10 ft x 10 ft) at the Expo
- Color logo and product description appears in the Tour notebook pages describing the Expo
- Color logo appears on Tour website and company name included in all Expo marketing materials



Conservation Technology Expo at Conservation In Action Tour 2011 in Northwest Ohio.



Rep. Marcy Kaptur addresses the Conservation In Action Tour 2011 audience during dinner.

Lunch Sponsor — \$5,000

The Mill Creek Gin, one of the most technologically advanced cotton gins in the United States, provides a unique setting for a midday break. Participants will relax, visit and listen to a guest speaker while enjoying a tasty meal.

- Recognized on buses and during lunch
- Color logo appears on lunch page and sponsor page of Tour notebook
- Color logo appears on sign at lunch location and on Tour website

Tour Bus Sponsorship — \$3,500

The Tour wouldn't happen without buses to get us there. Help provide comfortable, air conditioned transportation. Up to four bus sponsors needed.

- Color logo on Tour website and Tour notebook
- Color logo appears on sign at hotel and Tour stops as participants get on and off the bus

Tour Notebook Sponsorship — \$3,000

The 40-page, color Tour notebook provides information about the Tour (itinerary, details of each Tour stop, etc.), CTIC, membership and conservation agriculture in the Delta. The notebook provides relevant and valuable information beyond the one-day Tour.

- Prominent recognition on the notebook itself
- Color logo on the Tour website

Tour Participant Packets — \$3,000

Each registered Tour participant will receive a packet of materials, including the Tour Notebook, pen, name tag and informational material in a handy bag.

- Color logo imprinted on the bag
- Opportunity to provide information to include in the packet

Breakfast Box Sponsor — \$2,500

Tour participants will munch on a healthy breakfast on their way to the first Tour stop. We seek one sponsor to help us start the day in a tasty way.

- Recognized on buses
- Color logo appears in Tour notebook, on sign at hotel and on Tour website

Member Mail promotion of the Tour — \$2,500

CTIC will send out four notices about the Tour to a database of more than 9,000 agriculture and conservation professionals.

- Color logo included on each mailing
- Company/organization mentioned as a supporter of the Conservation In Action Tour 2012

Partners magazine promotion of Tour — \$2,500

Help promote the Tour by sponsoring the April issue of *Partners* online magazine. *Partners* is distributed to CTIC's 9,000 member database (and shared with thousands more!).

- Skyscraper ad space -- \$800 value --in the issue
- Acknowledgement in an article about the Tour included in the issue

Bus Snacks and Drinks Sponsor — \$500

Help keep Tour participants hydrated and energized. With your support, CTIC will have coolers filled with cold water and soft drinks and piles of healthy snacks available for participants at all times.

- Sponsors recognized on the bus
- Logos on the coolers and snack boxes

**Contact Karen Scanlon, Executive Director,
to sponsor the Conservation In Action Tour 2012.
scanlon@ctic.org 765-494-9555**