



SPONSORSHIP OPPORTUNITIES

CTIC 2017 **CONSERVATION IN ACTION TOUR**

INDIANA, SEPTEMBER 5-6, 2017

Now is the time to sign on as a sponsor of CTIC's Conservation in Action Tour and position your company as a leader in conservation farming.

THIS YEAR, WE'RE CELEBRATING OUR 10TH ANNUAL CONSERVATION IN ACTION TOUR!

This year's Conservation in Action Tour is sure to be a huge hit with visits to some of Indiana's most innovative farmers and the chance to hear great speakers from around the country—as well as the central location and growing discussions over the conservation titles in the next Farm Bill.

CONSERVATION LEADERS

For the past 10 years, CTIC's Conservation in Action Tour has brought together leaders in agricultural conservation—researchers, policymakers, district officials, agency personnel, association leaders, and top farmers.

This year, we expect more than 200 attendees. Farm media participants, bloggers and tweeters will spread the word to tens of thousands more.

Sponsoring a tour puts you front and center with this important group. It connects you with innovation and stewardship. And it touches opinion leaders and key customers at many points, in many ways.

SIMPLIFIED OPTIONS

With the guidance of our board of directors, we've simplified the 2017 Conservation in Action Tour sponsorship program.

Instead of attaching your sponsorship to a specific tour stop or piece of swag, we've created sponsorship levels, each with specific benefits and opportunities to reach the audience, from a special press release to talks on the tour buses to logos in our tour notebook.

That way, we're not wasting leftover items (we're a conservation-oriented organization, after all!) and we can put the emphasis on participation and information.

Of course, you'll be elbow to elbow with many of the movers and shakers in agricultural conservation, from farmers to crop consultants, agricultural journalists, commodity group leaders, state and federal policy officials, university researchers, and others.

Check the other side of this sheet for the sponsorship levels, and sign on today as a sponsor of our 10th annual Conservation in Action Tour!

SPONSORSHIP LEVELS

	DIAMOND \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
Complimentary Tour Registrations	5	4	3	2	
Special News Release	✓				
Customized Banner Display	✓				
Recognition as Travel Sponsor for Past Tour Host Recognition in notebook and letters	✓	✓			
Promotion					
Recognition on social media	✓	✓			
Recognition on all tour outreach/news releases	✓	✓			
Logo on website sponsor page	✓	✓	✓	✓	✓
Notebook					
Logo on front cover	✓				
Ad in notebook	✓	✓			
Logo on inside pages	✓	✓	✓		
Logo on sponsor page	✓	✓	✓	✓	✓
Printed Materials in Participant Packets	✓	✓	✓		
Recognition on Signage					
Dinner	✓				
Refreshment tents	✓				
Lunch	✓	✓	✓		
Breakfast	✓	✓	✓	✓	
Buses	✓	✓	✓	✓	✓
Recognition on T-shirt					
Company logo	✓	✓			
Company name	✓	✓	✓	✓	✓
Opportunity to Address Audience	At a Meal	At a Tour Stop	On a Bus		

HELP US SUCCEED

Your sponsorship does more than help put on agriculture's best conservation tour. It helps CTIC accomplish many key elements of our mission, including:

- Educating a wide range of audiences about conservation technologies and systems;
- Surveying farmers about current and emerging conservation practices;
- Advocating for conservation technology to farm and non-farm audiences; and
- Championing productive and profitable agricultural systems that protect natural resources.

CONTACT US!

Interested? Contact Chad Watts at **(765) 494-9555** or **watts@ctic.org**. We appreciate your support and look forward to a great tour!

In the meantime, mark your calendar for September 5 and 6. We'll see you in Indiana!

"CTIC has the ability to bring together government agencies, people from the industry, producers—they bring various people from different parts of agriculture together." – Dave Long, Case IH

"My first CTIC Conservation in Action tour was one of the very first times I'd seen where government agencies, universities, fertilizer industries as well as our partners were able to come together." – Terry Tindall, J.R. Simplot Company

"Peppy, on-time, well-organized." – Steve Woods, Freshwater Society

"Thanks for the great tour. Best tour I've ever been on." – Thomas Jensen, International Plant Nutrition Institute (IPNI)

