Sponsorship Opportunities

New York State has always been a land of opportunity. This is especially true in the case of agriculture, from our dairy farms and orchards to our farmers markets and roadside stands. However, the farmland that lies at the foundation of New York’s food production is at risk. New York has lost more than 4,500 farms, the equivalent of one farm every three and a half days. In order to protect New York’s farmland, farmers and local food, we must work together to strengthen agricultural opportunities in New York.

*Harvesting Opportunities in New York*, a conference organized by American Farmland Trust (AFT) to be held at the Empire State Plaza in Albany on November 4, 2015 will bring together New York farmers, local food and public health leaders, agricultural and environmental organizations, concerned citizens and public officials for a full day of workshops. Sponsor support for the conference will facilitate discussion and networking around the critical issues of farmland protection, land access for beginning farmers, soil health, clean water, climate change, farm to school, farm to college and more.

Sponsors supporting the conference at the Blue, Red and Yellow Ribbon levels are entitled to special benefits as outlined on the following page, including sponsorship of one of our locally-sourced meals. This year we will be offering a farm fresh Cider Doughnut Continental Breakfast and an Early Thanksgiving—Locally Grown lunch buffet.

Conference sponsors will receive recognition for their support on our event page and social media, as well as in American Farmland Trust’s promotion of the conference, including outreach to:

- 60,000 recipients of AFT’s electronic newsletter, The Dirt
- 23,000 friends on Facebook
- 15,000 followers on Twitter
- 9,000 registrants for American Farmland Trust’s national blog

We hope you’ll take this opportunity to demonstrate your support of New York agriculture to the farmers, local food leaders, public officials, community members and others who attend Harvesting Opportunities in New York.
# Harvesting Opportunities in New York

## Sponsor Benefits

<table>
<thead>
<tr>
<th></th>
<th>Blue Ribbon</th>
<th>Red Ribbon</th>
<th>Yellow Ribbon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your logo displayed on signage in the main meeting room</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Your logo displayed on a slide show at the Early Thanksgiving—Locally Grown Lunch</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Advertisement in the conference program given to all attendees</td>
<td>X (1/2 page)</td>
<td>X (1/4 page)</td>
<td>X (1/8 page)</td>
</tr>
<tr>
<td>Advanced recognition at your sponsorship level in the conference program, and a link to your website on our conference webpage, e-mailed promotions and recognition on social media outlets</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Verbal recognition during the morning presentation</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
| Complimentary exhibit space in a prime area
  *Exhibit space is limited and will be distributed on a first-come, first-served basis* | X           | X          |               |
| Sponsorship of Early Thanksgiving – Locally Grown, includes your logo on signage at the buffet table and on the menu displayed at each table | X           |            |               |
| Sponsorship of the Cider Doughnut Continental Breakfast, includes your logo on signage at the breakfast station | X           |            |               |
| Sponsorship of Coffee & Refreshments, includes your logo on signage at the coffee and refreshments table | X           |            |               |
| Complimentary registration to conference
  *(two)* | X (two)     | X (two)    | X (one)      |

## Conference Scholarships

*Harvesting Opportunities in New York* aims to bring together a wide range of attendees active in agricultural, environmental and public health fields. Your contribution to conference scholarship(s) enables students, young and beginning farmers, and others on a need-basis to attend and participate in this unique opportunity. The cost per scholarship is $100. All Scholarship Sponsors will be listed in the conference program, prominent signage in the main meeting room and online.

Thank You for Your Support!
Sponsorship Pledge Form

Thank you for your interest in supporting *Harvesting Opportunities in New York!* Your commitment and willingness to join with us exemplifies what can be accomplished through collaborations and partnerships. We couldn’t do it without you!

___ Blue Ribbon Sponsor ($1,500)  ___ Red Ribbon Sponsor ($1,000)  ___ Yellow Ribbon Sponsor ($500)

_____ I would like to contribute to Conference Scholarships ($100 per scholarship)
    If so, I would like to sponsor _____ scholarship(s)

Organization Name
(as it will appear on materials): _________________________________________________________

Contact Name: ________________________________________________________________________

Address: ______________________________________________________________________________

Phone: ________________________________________________________________________________

E-Mail: ________________________________________________________________________________

_____ Please charge my VISA/Mastercard/Amex    Amount: $ _______________________________

Name on Account: ___________________________ Account Number: ___________________________

Expiration Date: ____________________________ Billing Zip: ________________________________

Verification Code (3 or 4 digits): ______________ Signature: _______________________________

SPONSORSHIP DEADLINE: August 21st, 2015

If you have additional questions about sponsorship benefits, or this form, please contact
Tammey Holtby at tholtby@farmland.org or 518-581-0078 x302

Return this form to: American Farmland Trust • 112 Spring Street • Suite 207 • Saratoga Springs, NY 12866
OR Send via e-mail to tholtby@farmland.org OR Fax to 518-581-0079 with attention to Tammey Holtby

Checks can be made payable to: American Farmland Trust with a reference to
Harvesting Opportunities Conference 2015