



## Sponsorship Opportunity

# Business of Farming Conference

February 20, 2016 | Highsmith Student Union, UNC Asheville



*“I appreciate the time that was invested to put this important event together. The conference workshops provided information that I found to be tremendously valuable.”*

**past conference participant**

ASAP’s Business of Farming Conference is the region’s only annual event dedicated to farm marketing and management. The conference serves more than 250 farmers from across the region and the Southeast. The conference will be held at UNC Asheville’s Highsmith Student Union on February 20, 2016.

The conference is open to experienced and beginning farmers, as well as those seriously interested in farming as a profession. Workshop topics range from farm business planning to direct marketing to ideas for farm diversification. The conference provides farmers with tools and resources to build more sustainable food and farm businesses. The conference includes valuable networking activities including a Grower-Buyer Meeting where farmers and local wholesale buyers meet to discuss products and sourcing needs.

A sponsorship of ASAP’s Business of Farming Conference will showcase you as a leader of the local food movement demonstrating your commitment to local food, strong farms, and healthy communities. Your sponsorship is a unique opportunity to meet with farmers who are eager to improve their business and connect to new markets.

### Sponsorship Options

**Major Sponsor** **\$5,000**

- Recognition from podium at conference
- Full-page ad in conference booklet distributed to all attendees
- Showcase exhibitor booth, 12x12’ featured space at conference
- Logo displayed in conference booklet, website, postcard
- Acknowledgment in press releases, ASAP e-newsletters, and social media
- Four conference registrations and meals

**Breakfast and Lunch Sponsor** **\$1,500**

- Half-page ad in conference booklet
- Premium exhibitor booth, 10x10’ space at conference
- Logo recognition with meals
- Logo displayed in conference booklet and website
- Three admissions to conference including conference meals

**Grower-Buyer Meeting Sponsor** **\$500**

- Quarter-page ad in conference booklet
- Standard exhibitor booth, six-foot table space at conference
- Logo recognition with Grower-Buyer Meeting
- Logo displayed in conference booklet and website
- Two admissions to conference including conference meals

**Workshop Sponsor** **\$250**

- Business name on session door, recognized by proctor
- Business name in conference booklet and website
- Standard exhibitor booth, six-foot table space at conference
- One admission to conference including conference meals

For more information about sponsoring ASAP’s Business of Farming Conference, contact Scott Bunn at [scott@asapconnections.org](mailto:scott@asapconnections.org) or (828) 236-1282.