



Farm Tour

Sponsorship Opportunity

ASAP's Farm Tour

showcases a selection of the region's working farms, inviting the public

to connect with local food sources, learn how food grows, celebrate agricultural heritage, and enjoy our rural landscape. The tour will be held **June 24-25, 2017**, and features around 20 farms throughout several counties in Western North Carolina. ASAP distributes over 12,000 copies of the Farm Tour Guide to local businesses and farmers markets in the area.

ASAP's Farm Tour is the premier farm event in the region, welcoming more than 1500 area residents and tourists who meet farmers, learn about agriculture in the mountains, and buy local food!

You can gain visibility for your business and connect with the region's passion for local food with a sponsorship of ASAP's Farm Tour. Additionally, talk to us about employee volunteer opportunities, how to promote the Farm Tour, and showcase your business' support of local food and farms.



306 West Haywood St. | Asheville, NC 28801
828-236-1282 | www.asapconnections.org

ASAP is a nonprofit organization working to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. All donations are tax-deductable.

Tour Sponsor

\$5,000

- Logo displayed on the front page and back cover of Farm Tour guide (12,000 circulated).
- Half-page ad (3.6562 x 10.1875" vertical or 7.6875 x 4.9" horizontal) in Farm Tour guide
- Logo displayed on top of sponsor list on poster (distributed across the region).
- 100 tour passes ("ticket" to visit the participating farms) for employees, clients, giveaways or contests. Giveaways and contests should be discussed with ASAP.
- Tabling opportunity at a farm to connect with visitors face-to-face.
- Recognition in ASAP's monthly and weekly e-newsletters (15,000+ subscribers).
- Logo displayed on the Farm Tour web page.
- Acknowledgment in press releases and social media.

Cluster Sponsor

\$2,000

- Logo displayed on back cover of the Farm Tour guide.
- Third-page ad (3.6562 x 6.6575" vertical or 7.6875 x 3.15" horizontal) in Farm Tour guide.
- 50 tour passes for employees, clients, giveaways or contests. Giveaways and contests should be discussed with ASAP.
- Logo displayed on poster and Farm Tour web page.
- Acknowledgment in press releases and social media.

Tour Friend

\$1,000

- Logo displayed on back cover of the Farm Tour guide.
- Quarter-page ad (3.6562 x 4.90" vertical or 7.6875 x 2.2656" horizontal) in Farm Tour guide.
- 25 tour passes for employees, clients, giveaways or contests. Giveaways and contests should be discussed with ASAP.
- Logo displayed on poster and Farm Tour web page.

Farm Friend

\$500

- Business name listed on back cover of the Farm Tour guide.
- Sixth-page ad (3.6562 x 3.15" horizontal) in Farm Tour guide.
- Business name listed on poster and Farm Tour web page.
- 10 tour passes provided for employees, clients, giveaways or contests. Giveaways and contests should be discussed with ASAP.

Have services to offer for the tour? Partial in-kind sponsorships will be considered including printing, media, promotion, and raffle.