



# 2019 Farm Tour

## Sponsorship Opportunity

### ASAP's Farm Tour

(June 22-23, 2019)

is the premier farm event in the region,

welcoming more than 1,500 area residents and tourists each year. As a sponsor of the Farm Tour, you gain visibility for your business and connect with the region's passion for local food.

### How Your Business Will Be Showcased

12,000 Farm Tour guides distributed  
14,000+ newsletter subscribers  
20,000+ social media followers  
8,500+ targeted event webpage views  
Posters displayed throughout the region

Promotions run for two months prior to the event. Sponsors will also be acknowledged on the website, in e-newsletters, and social media for two weeks after the event ends.

All sponsors receive **15 complimentary passes** to share with employees or to offer as promotional contests or giveaways.

ASAP will consider **media or other in-kind sponsorships** on an individual basis.

### Farm Tour Sponsor

**\$5,000**

- Logo displayed on front and back cover of Farm Tour guide
- Half-page ad in Farm Tour guide
- Logo displayed on top of sponsor list
- Tabling opportunity at a farm on the tour
- Recognition in ASAP's monthly and weekly e-newsletters
- Logo displayed on poster and Farm Tour webpage
- Acknowledgment in press releases and social media

### Pasture Sponsor

**\$2,000**

- Logo displayed on back cover of the Farm Tour guide
- Third-page ad in Farm Tour guide
- Logo displayed on poster and Farm Tour webpage
- Acknowledgment in press releases and social media

### Barn Sponsor

**\$1,000**

- Logo displayed on back cover of the Farm Tour guide.
- Quarter-page ad in Farm Tour guide
- Logo displayed on poster and Farm Tour webpage

### Seed Sponsor

**\$500**

- Business name listed on back cover of the Farm Tour guide
- Sixth-page ad in Farm Tour guide.
- Business name listed on Farm Tour webpage



306 West Haywood St. | Asheville, NC 28801  
828-236-1282 | [www.asapconnections.org](http://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-deductible.