



## Help Us Showcase Success

By sponsoring the Conservation in Action Tour, members and friends of CTIC demonstrate their commitment to conservation and their support of farmers who protect our nation's most precious natural resources—our soil and water.

As a sponsor of this year's program in Idaho's beautiful Treasure Valley, you're also sending another strong message—the importance of the sustainable use of our natural resources to feed the nation and the world.

### On our tour, we will:

- Recognize farmers and their partners who have successfully implemented conservation farming systems
- Explore a diverse range of farms, crops and systems that promote environmental and economic sustainability
- Attract a national audience that includes farmers, agribusiness leaders, agricultural retailers, crop consultants, members of agricultural and conservation organizations, legislators, government agency representatives, researchers, journalists and more
- Showcase innovative approaches that inspire our audience—and others who learn about the tour proceedings through articles and outreach materials—to implement, research and advocate for agricultural conservation systems

The Conservation in Action Tour is one of many initiatives CTIC undertakes to fulfill our mission to champion, support and provide information about productive and profitable agricultural conservation systems that protect soil, water, air and wildlife resources. Visit [www.ctic.org](http://www.ctic.org) to learn more .

### As a tour sponsor, you'll receive:

- National recognition
- Exposure to local, regional and national media
- The chance to interact with more than 200 tour participants
- Speaking, display and information opportunities during the tour
- Logo placement and recognition in promotional materials and tour notebook



# Sponsorship Levels and Benefits

## Tour Leader — \$15,000

The ultimate level of recognition, available to just one tour sponsor. Demonstrate your support of conservation agriculture and enjoy the highest level of acknowledgement through all promotions and tour events.

- Six complimentary tour registrations for employees, clients, retailers and others (please provide names by July 15)
- Opportunity to address the tour audience at a meal and on the tour buses
- Customized banner display provided by CTIC at registration area during evening social (August 23) and morning of tour (August 24)
- Printed materials in participant packets (please provide materials by July 15)
- Prominent color logo on tour web page, tour notebook, signage at hotel lobby/registration and inclusion in all marketing materials (please provide logo with sponsorship confirmation)
- Special news release announcing your sponsorship, blasted to more than 7,400 information multipliers

## Evening Social — \$10,000

Anchor this exciting and high-profile event, where ideas are shared, partnerships are forged and friendships strengthened. Networking and the exchange of insight are key elements of every Conservation in Action Tour, so this sponsorship represents vital support for the program.

- Four complimentary tour registrations for employees, clients, retailers and others (please provide names by July 15)
- Opportunity to address the tour audience during the social
- Printed materials in participant packets (please provide materials by July 15)
- Signage at evening social
- Prominent color logo on tour web page, inclusion in tour notebook and in all marketing materials (please provide logo with sponsorship confirmation)

## Past Tour Host Travel — \$11,700 total or \$1,750 per couple

Connect conservation innovators by bringing the farm hosts from our 2014 and 2015 tours to the Idaho event. Help us say “thanks” for their hospitality and dedication to conservation. \$1,750 pays for two nights’ hotel, per diem and air travel for two people.

- Four complimentary tour registrations (if sponsored at \$11,700 level)
- Recognition in invitation letters to past farm tour hosts
- Recognition on farm host’s name tag
- Prominent color logo on tour web page and inclusion in tour notebook and marketing materials

*There are so many ways to help make the Conservation in Action Tour a success! Contact CTIC Executive Director Chad Watts at (765) 494-9555 or [watts@ctic.org](mailto:watts@ctic.org) and let us know how you'd like to get involved.*

## Dinner — \$7,500

Host the group's tour-ending dinner as we enjoy the beauty and flavors of the Treasure Valley.

- Three complimentary tour registrations
- Recognition on buses before dinner, as well as at the dinner location
- Opportunity to briefly address the participants and introduce the dinner speaker
- Color logo in the tour notebook and tour web page
- Signage at dinner

## Tour Stop — \$7,000

Sponsor a stop on the tour—or share sponsorship with another company or partner—and show your support for conservation on the ground. Tour stops include:

Two diversified cropping operations run by farmers who are leaders in irrigation and water use efficiency. We'll explore crop rotations and cover crops in the Treasure Valley's semi-arid landscape, too.

A crop operation that closes the nutrient cycle by utilizing manure from a related feedlot, creating a sustainable crop/livestock integration at a large scale.

A look at Idaho's dairy industry, including the support system for raising dairy calves.

Cutting-edge genetics, tillage and pest control trials in potatoes, a challenging and rewarding crop.

Sustainability efforts in vegetable processing, a major element of southwest Idaho's agricultural economy—and of its environmental footprint.

- Four complimentary registrations (one representative for each tour bus)
- Opportunity to introduce farm host and topic at your tour stop
- Company logo on notebook page describing your stop
- Refreshment tent at your stop where you can display a banner and share materials
- Opportunity to display company banner and share materials at a pre-lunch conservation learning expo
- Color logo on tour web page and in the tour notebook

## Lunch — \$6,000

Lunch is our chance to network, share insights with people from around the country, and hear a fascinating lunch speaker. Everybody's always grateful for a good lunch after a busy morning of farm visits!

- Two complimentary tour registrations
- Recognition on buses and during lunch
- Opportunity to briefly address participants and introduce the lunch speaker
- Color logo in tour notebook, on tour web page and on sign at the lunch site

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## Breakfast — \$5,000

Fuel the tour with a box breakfast! You'll be kick-starting the program and getting everyone on their way to a great day.

- Recognition during breakfast pick-up station and on buses
- Color logo in tour notebook and tour web page
- Include a branded item in each breakfast box for some extra value, fun and recognition

## Tour Promotion — \$5,000

Help spread the word about the tour and conservation partnerships by sponsoring CTIC Member Mail, multiple news releases, Facebook and Twitter campaigns and more.

- Color logo included on each email blast to more than 7,400 information multipliers
- Company/organization mentioned in promotional materials
- Quarter-page ad in tour notebook
- Company logo on tour web page and in tour notebook

## Tour Buses — \$3,500

Keep us rolling with this vital sponsorship! Help us provide comfortable, air-conditioned transportation for our busy day. Up to four bus sponsorship opportunities are available.

- Color logo on tour web page and in the tour notebook
- Color logo on sign at hotel and at tour stops as participants get on and off the bus

## Tour Notebook — \$3,000

The full-color tour notebook is a long-lasting memento and reference source, with details and background on the tour, Idaho agriculture, CTIC and our other initiatives. It's sure to enjoy a long shelf life.

- Prominent recognition on the notebook
- Full-page ad in the notebook
- Color logo on the tour web page

## Tour Tote — \$3,000

Each registered tour participant will receive a bag containing the tour notebook, pen, nametag, informational material and other giveaways. Be the sponsor who holds it all together!

- Color logo printed on the bag
- Opportunity to provide information to include in the packet
- Color logo on tour web page and in tour notebook

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## Tour Sun Hat — \$3,000

August in the hot desert requires a hat. You could be the one to deliver shade and fashion to the group.

- Customized hat with tour tagline and your logo
- Your logo on the tour web page and in the tour notebook

## Audio-Visual Equipment — \$3,000

Make sure everybody gets the message by sponsoring the microphones, speakers and other A/V equipment.

- Company logo on signs at each tour stop
- Company logo on tour web page and in the tour notebook

## Tour T-Shirts — \$500 to \$2,500

See your logo everywhere you turn! Tour volunteers and others will wear special Conservation in Action Tour t-shirts throughout the day to show their support for conservation success. This long-lasting recognition delivers for years.

- Company logo on back or sleeve:
  - Back logo: Large \$2,500, Medium \$1,000, Small \$500
  - Sleeve logo: \$1,500
- Company logo on tour web page and in tour notebook

## Water Bottles — \$2,000

Keep the group hydrated, healthy and focused in the high desert with water bottles that are sure to be enduring keepsakes of a great program.

- Logo on water bottle
- Company logo on tour web page and in tour notebook

## Certified Crop Advisor Mailing — \$2,000

CCAs will earn Continuing Education Units during our tour. Help us invite these valued advisors to the tour to learn first-hand about protecting water quality, improving soil health and managing nutrients and other inputs.

- Company logo on postcard sent to CCAs
- Company logo on tour web page and in tour notebook

## Sunscreen/Lip Balm — \$1,500

Protect the group from sunburn with this hot sponsorship opportunity!

- Company logo on product
- Company logo on tour web page and in tour notebook

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**2016 CTIC CONSERVATION IN ACTION TOUR**

**AUGUST 23 - 24, 2016**

**PIONEERING CONSERVATION IN IDAHO'S TREASURE VALLEY**

