

SPONSOR

Conservation Technology Information Center's Conservation In Action Tour

August 3, 2010 – Williamsburg, Virginia



Tour sponsors receive:

- National recognition
- Exposure to local, regional and national media
- Interaction with Tour participants, including policy makers, government agency representatives, producers, ag and conservation associations, media and more
- Opportunity to showcase products, technology and equipment to target audience

The Conservation In Action Tour provides an excellent platform for farmers to exchange conservation information as well as a venue to showcase on-farm success stories to key decision makers. Sponsorship of the tour affords The Fertilizer Institute (TFI) with a chance to highlight the fertilizer industry's commitment to nutrient stewardship.

-- Bill Herz, The Fertilizer Institute

Our annual Conservation In Action Tour:

- gathers our national, diverse membership
- attracts new members
- showcases what we do best – provide access to information and technology for conservation agriculture, promote conservation achievements, recognize advancements in conservation and identify future needs

The Conservation In Action Tour 2010 features six exceptional farms in the Williamsburg, Virginia, area. Six innovative producers, who make conservation a profitable part of their operations, will share their stories and show the equipment, technology and practices that make it possible. Guest speakers will discuss the Chesapeake Bay, total maximum daily loads (TMDLs) and agriculture's role in improving water quality in the region.

Help Us Succeed. The Conservation In Action Tour allows CTIC to raise funds to support our educational and informational efforts. These include:

- the Upstream Heroes information campaign
- the Crop Residue Management Survey
- quarterly distribution of *Partners* magazine.

Conservation Technology Information Center

3495 Kent Avenue, Suite J100 / West Lafayette, IN 47906 / www.ctic.org / 765.494.9555

CTIC champions, promotes and provides information about comprehensive conservation and sustainable agricultural systems that are beneficial for soil, water, air and wildlife resources and are productive and profitable for agriculture

Conservation In Action Tour 2010 *Sponsorship Opportunities*

Tour Sponsor--\$15,000

The ultimate level of recognition. Enjoy your support of conservation agriculture and receive the greatest acknowledgment through all promotion and tour events.

- Six paid tour reservations for company employees, clients, retailers, etc.
- Opportunity to exhibit company display
- Opportunity to include materials in participant packets
- Prominent color logo appears on tour Web page, tour notebook, signage at hotel lobby/registration and lunch, and inclusion in all marketing materials

Tour Sponsor --\$10,000

Be recognized as a strong supporter of Conservation In Action and the mission of CTIC.

- Three paid tour reservations for company employees, clients, retailers, etc.
- Opportunity to include materials in participant packets
- Prominent color logo appears on tour Web page, tour notebook, signage at lunch, and inclusion in all marketing materials

Nutrient Use Efficiency Expo Exhibitor -- \$5,000

New !

The final stop of the Tour – the Davis Family Farm – will include a Nutrient Use Efficiency Expo of tools, technology and equipment that make nutrient use more efficient, more profitable and more effective. Tour participants will visit the Expo after the presentations and before, during, after dinner at the Davis farm.

- Exhibit space at the Expo
- Color logo appears in the Tour Notebook pages describing the Expo
- Color logo appears on tour Web page and company name included in all Expo marketing materials

Cocktail Social Sponsor -- \$4,000

Provide a fun, social event on Aug. 2, the evening before the Tour, so that participants meet each other, learn more about CTIC and conservation and relax with friend old and new.

- Recognized during social event
- Color logo appears on sign at hotel and tour social location

Tour Bus Sponsorship -- \$4,000

The tour wouldn't happen without buses to transport us. Help us provide comfortable, air conditioned transportation for this full-day tour.

- Color logo on tour Web page, tour notebook and company name included in marketing materials
- Color logo appears on sign at hotel and tour stops as participants get on and off the bus

Lunch Sponsor -- \$3,000

Everyone appreciates a tasty meal. Sponsors will be thanked all afternoon by satisfied participants.

- Recognized on buses and during lunch
- Color logo appears on sign at lunch location and on tour web site

Dinner Sponsor -- \$3,000

The Tour will end in a picturesque location along the river where we'll enjoy a hearty meal catered by a favorite local chef. Sponsor this and be remembered for your good taste.

- Recognized on buses and during dinner
- Color logo appears on sign at dinner location and on tour web site

Tour Notebook Sponsorship -- \$3,000

The Tour Notebook is a four-color, bound collection of information about the tour (itinerary, details of each tour stop, etc.), about CTIC, about membership and about conservation agriculture in general. The notebook provides relevant and valuable information beyond the one-day tour.

- Prominent recognition on the notebook itself
- Color logo on the tour web page

Tour Participant Packets -- \$3,000

Each registered tour participant will receive a packet of materials, including the tour Notebook, pen, name tag and informational material, in a handy bag.

- Color logo imprinted on the bag
- Opportunity to provide information to include in the packet

Member Mail promotion of the Tour -- \$2,500

CTIC will send out four notices about the tour to a database of more than 5,000 agriculture and conservation professionals, as well as CTIC members and partners.

- Color logo included on each mailing
- Company/organization mentioned as a supporter of the Conservation In Action Tour 2010

Partners magazine promotion of Tour -- \$2,500

Help promote the tour by sponsoring the June issue of *Partners* online magazine. *Partners* is distributed to CTIC's 5,000 member database (and shared with thousands more!).

- Skyscraper ad space -- \$800 value --in the issue
- Acknowledgement in an article about the tour included in the issue

Bus Snacks and Drinks -- \$500

Help keep tour participants hydrated and energized. With your support, CTIC will have coolers filled with cold water and soft drinks and piles of healthy snacks available for participants at all times.

- Sponsors recognized on the bus
- Logos on the coolers and snack boxes

Contact Karen Scanlon, Executive Director, for more details on sponsorship levels.

scanlon@ctic.org 765-494-9555

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