

# UTAH FARM & food CONFERENCE



## JAN 3-5 2019

The Utah Farm Conference (UFC) is an educational and networking hub for farmers, ranchers, foodies, retailers, activists, researchers, and educators. The conference features pre-conference events, a farm tour, workshops, keynote speakers, exhibitors, vendors, a mixer, live entertainment, a seed exchange and organic local culinary fare.

The Utah Farm Conference is organized by Red Acre Center, a 501(c)(3). We pull together a group of farmers, ranchers, advocates, chefs, and consumers to make this conference happen. The 3rd annual UFC is expected to draw over 250 attendees and will sell out, limited by room capacity. Attendees are predominately from Utah, but with 8 states represented in 2018.

UFC brings together internationally acclaimed keynote speakers and local experts to strengthen the sustainable farming movement to help farmers create more successful businesses, and to foster a sense of community among those engaged in the local and sustainable food and farm movement.

Conferences similar to ours are hosted across the United States, some as old as 35 years with 3,000 attendees, but in Utah, this is the first of its kind— the only one in Utah, and southern at that! The Utah Farm Conference focuses not only on learning but gathering and being inspired.

We have a growing social media presence on Instagram and Facebook and an active digital newsletter.

Printed materials are distributed throughout the entire state of Utah, parts of Colorado, Arizona, Nevada, Oregon, California, and at several of the largest organic and biodynamic conferences in the country.

Don't miss the opportunity to advertise your products and services to this targeted audience! Attract new customers or supporters and connect with existing customers through a vendor or exhibitor booth at our conference.

Your support helps provide scholarships for local farmers and allows us to keep admission prices affordable. If farmers, soil, and food are important to you, then get behind this conference!



## Sponsorship Opportunities

### 4 Season Sponsor

\$1,500 monetary donation OR \$ 1,650 value in trade (product or media sponsors welcome)

Your logo on the conference t-shirt, 1 8' booth space with a 2' x 6' table, something in the bag (you provide), a banner at the conference (you provide), a full-page color ad (you provide) in the program/schedule distributed at the conference, your logo and link on our website and emails, your logo on our poster, in the program/schedule distributed at the conference, 2 conference t-shirts, and 1 mention on all Utah Farm Conference social media platforms.

### Fall

\$1,000 monetary donation OR \$ 1,100 value in trade (product or media sponsors welcome)

Banner at the conference (you provide), something in the bag (you provide), half-page ad, color (you provide) in program/schedule distributed at the conference, your logo and link on our website, your logo on our poster, in the program/schedule distributed at the conference, and receive 1 conference t-shirt, 1 mention on all Utah Farm Conference social media platforms.

### Summer

\$500 monetary donation OR \$575 value in trade (product or media sponsors welcome)

Quarter-page black & white ad (you provide) in program/schedule distributed at the conference, your logo and link on our website, your logo in our program/schedule distributed at the conference, your name on our poster, and receive 1 conference t-shirt, 1 mention on all Utah Farm Conference social media platforms.

### Spring

\$300 monetary donation OR \$350 value in trade (product or media sponsors welcome)

A 1/8th-page ad, black & white (you provide) in program/schedule distributed at the conference, your logo and link on our website, your logo in the program/schedule distributed at the conference, 1 mention on all Utah Farm Conference social media platforms.

### Winter

\$100 monetary donation OR \$125 value in trade (product or media sponsors welcome)

Name listed in the program/schedule distributed at the conference and on the website, 1 mention on all Utah Farm Conference social media platforms.



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*Do something extra!  
Do something special!  
Do something just to  
support the cause. Support  
is needed to cover these  
costs!*

## Keynote Speaker

\$2000 - \$6000 (4 available, 1 for each speaker)

Help bring an exceptional speaker to the Utah Farm Conference and link your name and logo to one of the great names currently leading out in the agriculture movement. Benefits include verbal recognition from the podium before the keynote address, visual backdrop before keynote address, recognition on conference website and program. Photo opportunity with a sponsored speaker. Also included are 1 to 2 paid registrations for entire UFC and a UFC T-shirt.

## Photographer

\$1,500 (1 available)

Help capture and memorialize the spirit of the conference! Benefits include recognition on photographer's profile on the conference program, website, and Facebook page. Also included are 1 paid registrations for entire UFC and one photo with presenter or setting of your choice.

## Program/Schedule

\$1000.00 (1 available)

A take-home keepsake for sure, 30 pages or more of color and black and white images, ads, articles from presenters and the schedule you cannot live without for the conference. You will have the color centerfold! (you provide). This is distributed at the conference to every attendee and posted on the website for over a year.

## Conference Bag

\$750. (1 available)

Each attendee will receive their program and a bag full of swag! Have your name and logo on every bag they will take home and use forever!

## Farm Tour

\$500 (1 available)

Support the farm tour highlighting small diversified farms. Benefits include two seats on the tour, verbal recognition during the tour, and recognition on conference website and program.

## Film Screening

\$500 (1 available)

Bring a film unique to this movement not only to UFC attendees but we open the screening to the public and your logo will be on every poster we put up in Southern Utah!

## Lanyards

\$500 (1 available)

Have your name and logo on every attendee's keepsake take-home lanyard.

## Scholarships

\$200 (unlimited)

Help new and beginning farmers or those involved in working towards a sustainable food movement attend the conference! Benefits include name recognition for you personally, or in memory or in honor of someone in the conference program and on the website, a t-shirt and a warm fuzzy feeling. Cover the cost for one attendee at the "early bird" price.

Farmers that donate anything they produce will have a special place in our heart, and a logo on a page in our program dedicated to those who grow and raise our food!

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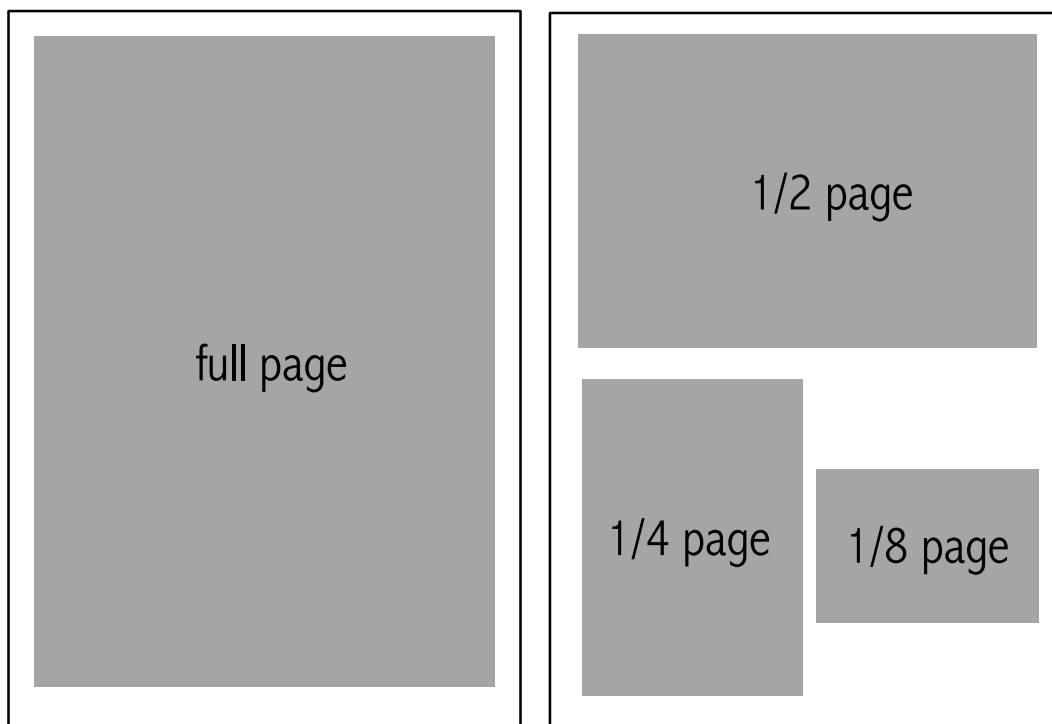


## JAN 3-5 2019

## Advertising

Ads reach an influential, diverse and niche group of farmers, ranchers, owners, retailers, activists, educators, and supporters.

### Ad Submission



#### Ads Due by:

Friday, December 14,

#### Send your Ad file to:

[gather@utahfarmconference.org](mailto:gather@utahfarmconference.org)

#### Questions? Contact

[gather@utahfarmconference.org](mailto:gather@utahfarmconference.org)  
435-708-1891

Ad Size	Dimensions	B&W	Color
Full page	7.25"w x 9.5"h	\$350	\$450
1/2 page	7.25"w x 4.625"h	\$200	\$275
1/4 page	7.25"w x 2.375"h OR 3.5"w x 4.626"h	\$100	\$125
1/8 page	3.5"w x 2"h (biz card)	\$50	\$80

Program is distributed to all attendees, sponsors, vendors advertisers and to those who we are interested in participating next year

Program will be available for viewing on the conference website immediately following the conference and stay up for approximately one year.

#### Artwork Guidelines

- Press-ready PDF, JPEG, TIFF or EPS files accepted.
- No bleeds.
- Cannot provide any color matching guarantee as pertains to screen-viewable, electronic files