



## 2020 Sponsor Packet - *UPDATED*

Dear supporters of the Midwest Mechanical Weed Control Field Day,

I hope this letter finds you well. As you may know, the Midwest Mechanical Weed Control Field Day Team spent the winter conference season promoting this year's field day at conferences in Pennsylvania, Wisconsin, Iowa, Illinois, and Canada. The interest and energy from farmers was very encouraging and it was great to visit with many of you and connect with growers of all kinds.

Unfortunately, because of Covid-19 disruptions, this year's in-person field day at Pheasant Run Farm near Cedar Rapids, Iowa will not happen as originally planned. However, our fantastic partners at Practical Farmers of Iowa (PFI) and The Land Connection (TLC) are committed to ensuring that the show goes on! The in-person field day will be rescheduled for September 2021 at our planned location at Pheasant Run Farm in Iowa (we hope to see you there!)

Of course, we still want to provide growers with the highest quality mechanical weed control info in 2020. To do this, we are continuing our collaboration with PFI and TLC to bring the 2020 Midwest Mechanical Weed Control Field Day online, for a series of interactive, virtual field days. While on the one hand, it is certainly a disappointment not to gather farmers and industry leaders for a day of fellowship and field demonstrations, the virtual field day series will provide the opportunity to connect with far more than the 200 attendees that we have come to expect at the in-person field day. Additionally, the series will be recorded and the videos created will live online into posterity, allowing us to continue to reach folks even after the live virtual events have ended.

This year's virtual field days will take place on Facebook Live from 12:30pm to 1:15pm on September 11, September 18, and September 25. Sam will travel to Hans Bishop's farm in central Illinois (host of the 2018 field day) in June to film a series of demonstration videos in the field. Then, during the live virtual field days, Sam and Hans will introduce and thank sponsors, show the field demonstrations, give explanations, and take questions. Unfortunately, it is difficult to include all brands of tools in the virtual field day. We will include as many as possible, but the virtual field days will have to focus less on brands of machinery and more on education and general set-up and use.

The virtual field day schedule is as follows:

- 1: September 11** – *Episode 1: Drone Wars*, an exploration of camera-guided cultivation in row crops
- 2: September 18** – *Episode 2: The Awakening*, a demonstration of tool set-up and in-shop adjustments
- 3: September 25** – *Episode 3: The First Encounter*, precision cultivation in direct-seeded vegetables

Although different from years past, we think this virtual field day series will engage many more farmers from all over North America, and maintain momentum for the 2021 in-person field day in Iowa. As usual, this year's Midwest Mechanical Weed Control Field Day will be promoted in print media and online through many channels, with the goal of drawing high attendance and giving sponsors maximum exposure. The Midwest Mechanical Weed Control Field Day is made possible by the strong support of our industry partners, and we ask for your support this year. With the pivot to a virtual field day series, sponsorship levels have changed accordingly.

<b>Sponsorship Levels and Benefits</b>	<b>Major Sponsor \$300</b>	<b>Presenting Sponsor \$600</b>
Company listing (no logo) on Facebook Live event page	X	X
Company listing (link) on PFI and TLC field day web pages	X	X
Virtual field day videos archived on PFI and TLC websites and YouTube channels with company listing	X	X
Company logo on sponsor slide shown at each (3x) virtual field day		X
Company logo in MMWCFD print advertisements in Vegetable Growers News, Growing for Market, and Organic Grower magazines		X
Verbal "thank you" from presenters during each (3x) virtual field day		X
Company website shared to participants during each Facebook live event		X

For more information please visit the Field Day website at and the event sponsorship page at <https://thelandconnection.org/sponsor-mwc-2020/>.

To appear in all print ads as a Presenting Sponsors, payment and logo must be received by June 18th - send logos as .ai, .eps, or .png files to [taidghin@thelandconnection.org](mailto:taidghin@thelandconnection.org).

To complete your sponsorship, please complete [this form](#) and submit payment through the [sponsor page](#). To submit payment by check, please make checks payable to 'The Land Connection' and mail to:

The Land Connection  
 Attn: Cassidy Dellorto-Blackwell  
 206 North Randolph Street, Suite 400  
 Champaign, Illinois 61820

We hope that you will consider sponsoring this year's virtual Midwest Mechanical Weed Control Field Day series. If you would like to discuss sponsorship options, please contact Sam Hitchcock Tilton at [rcvcfarm@gmail.com](mailto:rcvcfarm@gmail.com) or 414-213-5337.