

# FARMER TRAINING PROGRAM



## SPONSORSHIP OPPORTUNITIES



— THE LAND —  
CONNECTION



At The Land Connection (TLC), we believe that healthy communities are rooted in healthy soils. To keep our soils healthy and productive we are committed to supporting our local farmers to be responsible stewards of the soil. Through our Farmer Training program, we not only support farmers on their soil health journeys, but also in exploring all facets of farming. From small-scale diversified vegetable production to large-scale commodity production, we work with our community of farmers, advocates, scientists, entrepreneurs, and eaters to provide high-quality training and support on topics such as risk management, business planning, food safety, technology integration, marketing, value-adding, conservation practices, weed management, production, and more! Our training opportunities are focused on improving environmental and ecological outcomes for our community, and economic and quality of life outcomes for our farmers.

The generous support we receive from area businesses and individuals each year allows us to continue to provide high quality training to our farming community. We are endlessly grateful for the support of our partners and appreciate your interest in joining us. This sponsorship packet is intended to assist you in determining the level of partnership that best suits your interests, as well as to highlight the many incentives available.

On behalf of The Land Connection, I would like to thank you for your interest in partnering with us for our 2021 season of Farmer Training programming. At TLC, we envision a strong, community-based food system in which every farmer has the opportunity to grow sustainably and every person can easily access responsibly-raised local foods. Our work with farmers ensures that the vital first link in our local food chain remains vibrant, strong, and sustainable. Your support makes it possible for us to continue and expand on this work and brings us that much closer to realizing the resilient, just local food system that we know is possible.

We hope you will join us in supporting producers as they create vibrant, sustainable farm businesses that will feed our community for years to come.

With appreciation,

A handwritten signature in black ink that reads "Cassidy Dellorto-Blackwell". The signature is fluid and cursive.

**Cassidy Dellorto-Blackwell**  
Farmer Training Program Manager  
The Land Connection



## FARMER TRAINING PROGRAM

In 2020, we offered:

- 1 Conference
- 1 Course
- 3 Field Days
- 5 Webinars
- 3 Workshops

In 2021, we anticipate offering:

- 1 Conference-ette
- 4 Courses
- 3 Field Days
- 6 Webinars
- 2 Workshops



Overall, we trained more than 1,500 producers and ag educators in 2020!

Through our training opportunities, we explore a wide variety of topics, such as risk management, regenerative grazing, organic grain production, financial and business planning, conservation practice integration, pest and weed management, marketing, value-added production, e-commerce, and more!

## FARMER TRAINING REACH

The Land Connection utilizes a diverse set of media channels to connect with farmers and food business owners in Illinois and across the Midwest. In 2020, The Land Connection website saw **112,000+** unique visitors, with **9,500+** unique visitors interested in our farmer training event pages. We constantly promote our resources and upcoming events through our weekly e-newsletter, which reaches **3,000+** farmers and ag professionals across the region, and on social media, where we have a combined **8,900+** followers and reach **126,000+** unique users each year. We are also actively engaged in several coalitions that amplify our communications, including the IDEA Farm Network, ReGenerate Illinois, Midwest Sustainable Agriculture Working Group, and the Farm Beginnings Collaborative.

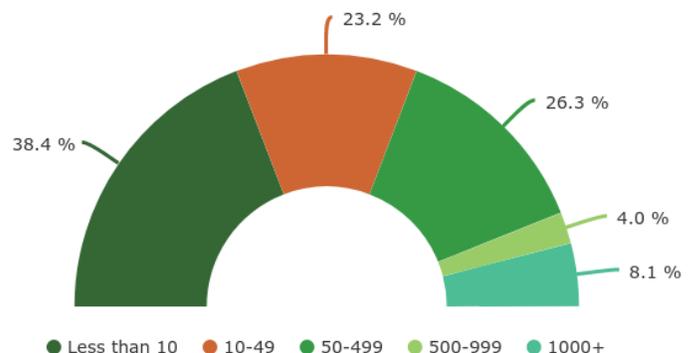
## FARMER TRAINING AUDIENCE

Farmers that attend our programs tend to operate multiple enterprises, raising and producing a wide variety of products including vegetables and fruit, grains, livestock, fiber, flowers, honey, value-added products, and more!

*They have a range of experience...*



*And operate at diverse scales...*



*values above refer to acreage*

## SPONSORSHIP OPPORTUNITIES & BENEFITS\*

	Seed Saver \$500	Planter \$750	Cultivator \$1,250	Harvester \$2,500	Soil Builder \$5,000	Rain Maker \$10,000
"Thank You" mention on social media	1x	2x	3x	4x	5x	6x
Business Name listed on "Events" page (no logo) as Farmer Training Program sponsor	✓	✓				
Blurb, links, services, and products on Farmer Training Sponsor Resource Page		✓	✓	✓	✓	✓
Sponsor Spotlight in TLC's weekly e-newsletter			✓	✓	✓	✓
Business Logo listed on "Events" page as Farmer Training Program sponsor			✓	✓	✓	✓
Logo displayed at events (virtual and in-person)			✓	✓	✓	✓
Business Logo listed on "Friends of TLC" page on the website				✓	✓	✓
Business Logo listed on individual event pages				✓	✓	✓
Business linked/tagged in all social media event descriptions				✓	✓	✓
Dedicated blog post/interview about your business				✓	✓	✓
Business logo included on all event promo materials					✓	✓
Online/digital interview in conjunction with the event of your choice					✓	✓
Verbal acknowledgement at all Farmer Training events					✓	✓
Special Event**						✓

\* Sponsorship for the 2021 season includes all Farmer Training events hosted by The Land Connection **with the exception of the Midwest Mechanical Weed Control Field Day**. If you are interested in this event, please contact our office at 217-840-2128 to discuss potential sponsorship opportunities.

\*\* We will work closely with you to design a farmer training event covering content relevant to your organization's mission or goals. Your organization will underwrite this event and receive sole sponsorship billing.

The Land Connection is committed to building a partnership that meets the needs of you and your business. *If you don't see a sponsorship opportunity package that fits your business needs, we can build a custom package for you.*

Contact Cassidy Dellorto-Blackwell at [cassidy@thelandconnection.org](mailto:cassidy@thelandconnection.org) or 217.840.2128 with any questions.

## DUE DATE

Sponsorship Submission Deadline: **February 24, 2021**

Benefits will officially begin on March 1, 2021. Your benefits will last for 10 months after which point, if you haven't renewed your benefits your logo and information will be removed from the website and future materials. If you decide to sponsor the Farmer Training Program for 2021, we will reach out to you in November 2021 to ensure that you have been satisfied with your benefit package, gauge your interest in renewing your sponsorship, and review possible enhancements to your benefits for 2022.

## APPLICATION & PAYMENT

Online application and credit card payment portal is available at [thelandconnection.org/2021-farmer-training-sponsorship](https://thelandconnection.org/2021-farmer-training-sponsorship)

**To pay by check:** please fill out the [online application](#), use the coupon code 'FTSponsor', and mail your check to:

The Land Connection  
Attn: Cassidy Dellorto-Blackwell  
206 N Randolph St, Suite 400  
Champaign, IL 61820

If you have questions about payment, please email Cassidy at [cassidy@thelandconnection.org](mailto:cassidy@thelandconnection.org)

## CANCELLATION POLICY

Notice of cancellation must be made prior to February 24, 2020. All cancellations received by this date will receive a full refund minus a 5% processing fee. Cancellations submitted on or after February 24, 2020 will not be refunded.

## LOGO INFORMATION

If you didn't submit your logo in the application, please email a high resolution digital copies of your logo to be used in promotional materials to Taidghin O'Brien at [taidghin@thelandconnection.org](mailto:taidghin@thelandconnection.org). **Preferred file types: .ai, .eps, and .png.** Please direct any questions regarding logos or promotional materials to Taidghin as well.

