



# — THE LAND — CONNECTION



# 2022

# Farmer Training Program Sponsorship Opportunities



# About Us

Our reputation as a trusted source of farmer training and support in our region is built on our commitment to listening and responding to the needs of our farming community. 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.

As we enter our 21st year, we are redoubling our efforts to provide the most relevant, practical, high-quality training and support to our farming community possible. We are only able to achieve this with the generous gifts we receive from businesses and individuals each year. We are endlessly grateful to our partners and have created this sponsorship packet to assist you in determining the level of partnership that best suits your interests, as well as to highlight the many opportunities available.

On behalf of The Land Connection, I would like to thank you for your interest in partnering with us for our 2022 season of farmer training programming. Your contribution makes it possible for us to continue and expand on our work providing support and training to farmers so that they may realize resilient, sustainable, ethical, and profitable operations.

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,

**Cassidy Dellorto-Blackwell**  
Farmer Training Program Manager

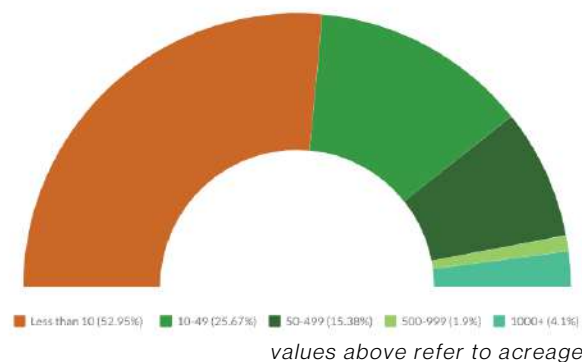
# Who Do We Serve?

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,



## Operate at diverse scales,



## And come from all over!



## Our 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 2021, The Land Connection website saw **112,000+** unique visitors. We constantly promote our resources and upcoming events through our weekly e-newsletter, **The Weekly Harvest**, which reaches **4,000+** farmers and ag professionals across the region, and on social media, where we have a combined **9,600+** followers and reach **130,000+** unique users each year. We are also actively engaged in several coalitions that amplify our communications, including the IDEA Farm Network, ReGenerate Illinois, Routes to Farm Alliance, Buy Fresh Buy Local, Midwest Grazing Exchange, and the Farm Beginnings Collaborative.

## Our Offerings

In 2021 we trained **more than 1,500** producers. In 2022, we plan to deliver to train even more producers in organic grain farming, value-added enterprise development, food safety, selling into wholesale markets, and more through,

- 10+ workshops
- 4 Intensives
- 4 Courses
- 4 Field days

# Sponsorship Benefits

	\$750 PLANTER	\$1,250 CULTIVATOR	\$2,500 HARVESTER	\$5,000 SOIL BUILDER
Logo on TLC website as a farmer training sponsor	✓	✓	✓	✓
Inclusion in our farmer training sponsor shoutout in our newsletter twice annually	✓	✓	✓	✓
"Thank you" post on The Land Connection's Facebook page		x2	x3	x4
"Sponsor Spotlight" in our weekly newsletter, <b>The Weekly Harvest</b>		✓	✓	✓
Logo on each individual farmer training event web page			✓	✓
Logo, blurb, and website link on TLC's farmer training resource page			✓	✓
Verbal acknowledgement and thank you at all farmer training events				✓
Logo displayed at all farmer training events (online and in-person)				✓
Dedicated article about your business on The Land Connection's "News" web page, with the article additionally distributed through <b>The Weekly Harvest</b> and on Facebook				✓

Sponsorship for the 2022 season includes all farmer training events hosted by The Land Connection with the exception of the Midwest Mechanical Weed Control Field Day and Organic Grain Conference. If you are interested in sponsoring the Midwest Mechanical Weed Control Field Day or Organic Grain Conference, please contact **Cassidy at 217-840-2128 x5 or [cassidy@thelandconnection.org](mailto:cassidy@thelandconnection.org)** to discuss potential sponsorship opportunities.

**The Land Connection is committed to building a partnership that meets the needs of you and your business. Please contact our office to discuss sponsorship opportunities outside of those listed.**



## Due Date

**Sponsorship Submission Deadline: April 15, 2022**

Benefits will officially begin on **May 1, 2022**. Your benefits will last for **12 months** after which, if you haven't renewed your sponsorship, your benefits, your logo, and your company information will be removed from the website and future materials.



## Application & Payment

Complete the online application at <https://thelandconnection.regfox.com/2022-farmer-training-sponsorship>

At checkout, you will be able to select payment by credit card or check. An invoice detailing your benefits and instructions for payment will be generated and sent to you after your application has been received.

**Payment must be received by April 15, 2022.**

If you have questions about payment, please contact **Cassidy at 217-840-2128 x5 or [cassidy@thelandconnection.org](mailto:cassidy@thelandconnection.org)**.



## Cancellation Policy

Notice of cancellation must be made prior to **May 15, 2022**. All cancellations received by this date will receive a full refund minus a 5% processing fee. **Cancellations submitted on or after May 15, 2022 will not be refunded.**