



AUGUST 6-8 | SAN MARCOS, TX

2023
SPONSORSHIP
& EXHIBITOR
OPPORTUNITIES

Promote your business or organization at this dynamic gathering of independent family farmers and ranchers, homesteaders, and supporters of sustainable agriculture.

For more information about sponsoring, advertising, or exhibiting at the Conference, please contact:

**Lindsay Gonzales
Deputy Director/FARFA
Lindsay@farmandranchfreedom.org**



ABOUT THE SFFFS CONFERENCE:

In 2019, two sister non-profits, Farm and Ranch Freedom Alliance and the Council for Healthy Food Systems, along with the Small Producers Initiative at Texas State University hosted their first-ever combined conference. Previously known separately as the Small Producers Conference and the Farm & Food Leadership Conference, the event changed its name in 2021 in recognition of this ongoing partnership.

WHO WE ARE

The Small Producers Initiative is a USDA funded program housed in the Department of Agricultural Sciences at Texas State University. Its mission is to provide research, outreach, and extension to small and mid-sized farmers and ranchers in Texas. SPI specializes in working with historically underserved producers (beginning, minority, veteran, women, young). SPI supports farmers of every production style: conventional, regenerative, sustainable, organic, livestock, row-crop, market produce, and others.

Farm and Ranch Freedom Alliance has a 16-year history of successfully advocating at the national, state, and local level to shape legislation and regulations supporting the success of independent farms and local food producers. FARFA focuses on changing burdensome laws that impede the ability of small-scale, sustainable producers to provide their products to consumers at fair market prices. FARFA brings to the Conference a unique focus on the policies that may hinder or benefit the availability of local foods.

The Council for Healthy Food Systems' mission is to build community, educate policymakers, and inform the public on healthy food systems, namely those that are local and regional and are healthy, safe, economically sound, and environmentally sustainable. CHFS develops information to educate farmers, consumers, elected officials, and media and builds partnerships to solve complex issues around food systems through systemic, transformative action.



SOUTHERN
FAMILY FARMERS
and Food Systems
CONFERENCE
August 6-8, 2023

AN IN-PERSON EVENT

WWW.SOUTHERNFAMILYFARMERSCONFERENCE.ORG

Our Combined Reach:

1,465

Past Attendees

13,785

Facebook Followers

900

Instagram Followers

1,130

Twitter Followers

12,000

Email Distribution

Farmers at our conference tend to operate small acreage businesses, sell direct-to-consumer in local markets, and strive for diversification and sustainable practices.

Participants represent a wide variety of growers: not only pasture based graziers and vegetable growers, but also producers of eggs, value-added products, nursery/greenhouse products, orchards, row crops, dairy, and niche products like flowers, mushrooms, and honey.

After farmers, the next largest audience segment consists of representatives from food and farming nonprofits, farmers markets, and government agencies.

Participant Demographics:

380*

2022 Attendees

50-70%**

Farmers

45-60%**

Beginning Farmers

38%***

BIPOC

* Pre-Covid attendance in 2019 was 430

** Range over the last 4 years

***2022 Conference



SPONSORSHIP OPPORTUNITIES

All Sponsors receive the "Ad Package":

- Conference Program - business card sized listing (1/8) with logo and contact info seen by 500 attendees
- Conference website - Logo and link
- Conference Signage - Logo on printed signage at the conference (if received by July 1st, 2023)
- Sponsor-provided brochure or item in conference bag

PRESENTING SPONSOR - \$15,000

(one spot remaining)

- 10 free registrations
- Double exhibitor booth included
- Opportunity for a representative to speak during introductions before the keynote or plenary -or- play a video provided by sponsor
- Special recognition at keynote dinner and before plenary sessions
- Logo on conference bag if received by June 1st
- Additional full-page ad in newsletter and program
- Logo on slideshow playing in exhibit hall and/or main hall
- Business membership-includes 1/8 ad in 4 FARFA newsletters
- Listing and link in all promotional emails
- Ad package

TRACK/NAMED SPONSOR - \$8,000

Sponsor an entire conference track (your choice*) for these high-profile benefits:

- 8 free registrations
- Double exhibitor booth included
- Opportunity to welcome session participants at track or before named event (i.e. happy hour)
- Special recognition at keynote dinner and before plenary sessions
- Logo on program board outside track room or by named event
- Logo on conference bag if received by June 1st
- Full page ad in newsletter and program
- Logo on slideshow playing in exhibit hall and/or main hall

- Business membership-includes 1/8 ad in 4 FARFA newsletters
- Listing and link in all promotional emails
- Ad package
- * Tentative tracks: Crops, Livestock, Policy, Finance/Business, Plenary session, or Happy Hour, Coffee bar,

RAINMAKER - \$5,000

- 6 free registrations
- Double exhibitor booth included
- Logo on conference bag if received by June 1st
- Additional 1 page ad in conference program
- Plus a 1/2 page ad in FARFA newsletter
- Logo on slideshow playing in exhibit hall and/or main hall
- Business membership - includes 1/8 ad in 4 FARFA newsletters
- Listing and link in all promotional emails
- Ad package

SUSTAINER - \$2,500

- 4 free registrations
- Exhibitor booth included
- Additional 1/2 page ad in Conference Program
- Plus a 1/4 page ad in FARFA newsletter
- Logo on slideshow playing in Exhibit Hall and/or Main Hall
- Business Membership - includes 1/8 ad in 4 FARFA newsletters
- Listing in at least 2 promotional emails
- Ad Package

HARVESTER - \$1,500

- 3 free registrations
- Exhibitor booth included
- Additional quarter page ad in Conference Program
- Logo on slideshow playing in Exhibit Hall and/or Main Hall
- Business Membership - includes 1/8 ad in 4 FARFA newsletters
- Listing in at least 2 promotional emails
- Ad Package

SPONSORSHIP OPPORTUNITIES

(continued)

CULTIVATOR - \$1,000

- 2 free registrations
- Additional quarter page ad in Conference Program
- Logo on slideshow playing in Exhibit Hall and/or Main Hall
- Business Membership - includes 1/8 ad in 4 FARFA newsletters
- Ad package

SEED SOWER - \$600

- 1 free registration
- Logo on the slide show
- Ad package

AGTIVIST - \$350

- Ad package

TO BECOME A SPONSOR



sign up at www.southernfamilyfarmersconference.org/sponsors

SILENT AUCTION INFORMATION

During the conference we will have a silent auction to help raise funds for our work protecting and promoting small farming year round. A popular tradition every year, attendees will have an opportunity to view and bid on auction items throughout the two-day conference. Please consider supporting our event by donating gift certificates, merchandise or services! In exchange, you will receive community exposure and advertising.

**For more information about donating a silent auction item
please contact shanna@healthyfoodsystems.org**



SIGN UP AS AN EXHIBITOR - AUGUST 7-8



WHO ARE OUR ATTENDEES?

- Over the last 3 years, 50-70% of attendees have been farmers.
- Of those, 45-60% have been beginning farmers.
- Farmer attendees tend to operate small acreage, sell direct-to-consumer in local markets, and strive for diversification and sustainable practices.
- A smaller but still significant audience consists of attendees from food and farming nonprofits, farmers' markets, and government agencies.

INCENTIVES FOR ATTENDEES TO VISIT EXHIBIT HALL

- Monday social hour in the Exhibit Hall prior to keynote dinner.
- Expanded breaks compared to previous years to encourage more visitors.
- Snacks and coffee setups are located in Exhibit Hall.
- Opportunity for all exhibitors to submit video promos for Conference website leading up to and during event.

RESERVE YOUR EXHIBIT BOOTH

Promote your business or organization at this dynamic gathering of independent family farmers and ranchers, homesteaders, and supporters of sustainable agriculture.

REGULAR BOOTH - \$450

NONPROFIT BOOTH - \$300

DOUBLE BOOTH - \$700



Booth Selection: Regular - 8-ft. space w/ 6-ft. table

Extra Registrations (first is free; additional registrations=\$100 ea.). Indicate number of extra needed (up to 4):

- Name and contact info in the conference program
- Name and link on conference website for one year

SIGN UP AT

www.southernfamilyfarmersconference.org/exhibitors

Contact Lindsay@farmandranchfreedom.org with any questions regarding Exhibit Hall.