

## 2017 Sponsorship Opportunities

# REGIONAL FOOD PRODUCER FORUM



**Who:** Arizona-based food entrepreneurs, farmers, & ranchers

**When & Where:**

Summer 2017 – Clarkdale, Arizona

Fall 2017 – Buckeye, Arizona

Winter 2017 – Ajo, Arizona

**Purpose:** As an extension of the annual Arizona Food and Farm Finance Forum, the Regional Food Producer Forums are 1-day mini-conferences that rotate around the state to provide the opportunity for current and potential small-scale food producers to convene, acquire knowledge in growing, processing, and selling, and to share best practices.

### Regenerator | \$2,000+

- 2 advertisements placed in Locavore (2,000+ reach) or Good Food News (1,000+ reach) e-newsletters
- 2 Month side-bar advertisement on Good Food Finder AZ
- 5 mentions on Local First Arizona Foundation social media
- ½ page advertisement in program
- Opportunity to address Forum attendees at general session and logo placed in rotating video on stage
- Listing as sponsor on all printed promotional materials, program, newsletters and e-blasts, etc.
- Designation as Luncheon sponsor
- Logo and link featured on event website and support highlighted on LFAF blog
- On-site presence with booth

### Sustainer | \$1,000+

- 1 advertisement placed in Locavore (2,000+ reach) or Good Food News (1,000+ reach) e-newsletters
- 1 Month side-bar advertisement on Good Food Finder AZ
- 2 mentions on Local First Arizona Foundation social media
- ¼ page advertisement in program
- Listing as sponsor on all printed promotional materials, program, newsletters and e-blasts, etc.
- Designation as Breakout Session Room Sponsor
- Logo and link featured on event website and support highlighted on LFAF blog
- On-site presence with booth

### Cultivator | \$500+

- 2-week side-bar advertisement on Good Food Finder AZ
- 1 mention on Local First Arizona Foundation social media
- ¼ page advertisement in event program
- Listing as sponsor on all printed promotional materials, program, newsletters and e-blasts etc.
- Designation as Breakfast and Luncheon sponsor with signage at buffet tables
- Logo and link featured on event website and support highlighted on LFAF blog
- On-site presence with booth during session of choice

### Good Neighbor | \$250+

- 1-week side-bar advertisement on Good Food Finder AZ
- 1 mention on Local First Arizona Foundation social media
- Listing in event program and Logo and link featured on event website and support highlighted on LFAF blog

*In-kind sponsorship opportunities are also available for promotion, printing services, catering, photography/videography, and other supplies and needs. Inquire via email or phone for more information. Cities & municipalities are encouraged to invest in producers who can, in turn, sell at the city's weekly markets and supply local institutions with fresh, healthy, local foods.*

All sponsorships are assigned to a single regional forum. All logos and advertisement information must be received no later than 3 weeks prior to each event to be included in printed event materials.

Contact Kate, Local Foods Development Coordinator, at [kate@localfirstaz.com](mailto:kate@localfirstaz.com) or 602-956-0909 x15 with questions.

# REGIONAL FOOD PRODUCERS FORUM

Ajo, Arizona | November 15 & 16, 2016

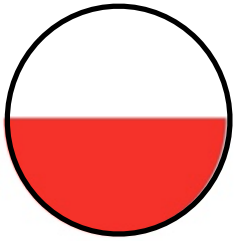
## After attending the Forum,

- 100%** of participants
- feel empowered to attempt seed-saving or try a new dryland-farming technique
  - are considering new processing techniques for their crops
  - were shown a new way to prepare foods that can either help them sell their product, or try themselves at home
  - learned how to begin accepting Food Assistance Benefits
  - networked to celebrate the local food community

**90%** of producers will consider adding value-added goods to their product line

**89%** of producers will consider new distribution options for their products (i.e. beginning a Community Supported Agriculture share program)

**78%** of producers learned something new that they will implement into their marketing or branding



Of over 60 participants,  
**50%**  
were current producers

other participants included high school culinary arts students, nutritionists, farmers market managers, and all attendees were active eaters!

