



Seed Savers EXCHANGE



Become a 2018 Event Sponsor



*Committed to keeping rare
heirloom seeds where they
belong, in our gardens
and on our tables.*



Share your brand with a like-minded customer base of gardeners, food enthusiasts, and people who care about our planet.



ABOUT US

Since 1975, Seed Savers Exchange has a grassroots movement to conserve and share thousands of endangered heirloom and open-pollinated varieties. This has been done through not only the ongoing care of our seed bank, but also through events and other programs that connect an international community of gardeners and seed stewards to our food heritage.

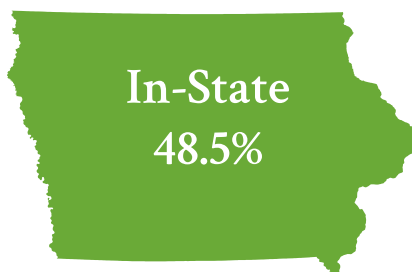
EVENTS AT HERITAGE FARM

More than 12,000 visitors annually visit Seed Savers Exchange. Our seed bank (and a few heritage livestock breeds) are housed at Heritage Farm, our headquarters near Decorah, Iowa. We maintain over eight miles of hiking trails on our 890-acre farm that guide visitors through the rugged topography of the Driftless Region of Northeast Iowa, which includes limestone bluffs, spring-fed trout streams, sweeping ridgeline vistas, grass pastures, prairie, and forest areas, in addition to our display gardens and orchards.

OUR AUDIENCE

Nearly 52% of registered event attendees come from outside of the state of Iowa.

In-State Vs Out-of-State Event Attendees



2018 Seed Savers Exchange Event Schedule



MARCH 3 • Start with a Seed

MARCH 23-24 AND APRIL 6-7 • Apple Grafting /
Apple School

MAY 5 • Heirloom Plant Sale at Heritage Farm

MAY 13 • Mother's Day in the Orchard

JUNE 2 • Gardening with Heritage Ducks

JULY 20-21 • Conference & Campout

AUGUST 17-19 • Seed School

SEPTEMBER 1 • Tomato Tasting

OCTOBER 13 • Harvest Festival

DECEMBER 15 • Winter on the Farm

Sponsorship Levels

Engage gardeners and food enthusiasts from around the country with your brand.

Seed Savers Exchange strives to network and build partnerships with brands nationwide. Here is a framework to get you thinking about how your investment can best work for your organization. If you have other ideas, just ask!

BENEFIT	Title Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$1,000	Bronze Sponsor \$100
Logo Appearance				
•Digitally between sessions	●	●		
•Event Registration Webpage	●	●		
•Email Marketing (<i>Circulation to more than 100,000</i>)	●	●		
•Onsite Event Recognition	●	●	●	
•Membership Magazine (<i>Circulation to more than 10,000</i>)	●	●	●	Name Only
•Event Calendar Webpage	●	●	●	Name Only
Special Farm Tour	●	●		
Option for Exhibit Booth Possibilities*	●	●		
Event Tickets	●	●	●	
Potential Product Placement*	●	●	●	●

*Subject to terms and conditions.

ASK ABOUT A CUSTOM SPONSORSHIP PACKAGE!

Reach out to discuss building a sponsorship package that meets your budget and promotional needs.

DIRECT CONTACT

Cindy Goodner, *Development Coordinator*

(563)387-5670 | cgoodner@seedsavers.org

TITLE SPONSOR \$10,000

- **First-tier digital logo placement (with hyperlink to your website) on event registration web page, calendar of events at seedsavers.org/events, and event email marketing (circulation to more than 100,000)**
- **First-tier logo placement in printed event materials**, on-site event signage, 2018 Annual Report, and the *Heritage Farm Companion* membership magazine (circulation to more than 10,000)
- Optional farm tour, exhibit booth, potential product placement, and free event tickets throughout 2018

GOLD SPONSOR \$5,000

- **Prominent digital logo placement (with hyperlink to your website) on event registration web page, calendar of events at seedsavers.org/events, and event email marketing (circulation to more than 100,000)**
- **Prominent logo placement in printed event materials**, on-site event signage, 2018 Annual Report, and the *Heritage Farm Companion* membership magazine (circulation to more than 10,000)
- Optional farm tour, exhibit booth, potential product placement, and free event tickets throughout 2018

SILVER SPONSOR \$1,000

- Standard digital logo placement (with hyperlink to your website) on calendar of events at seedsavers.org/events
- Standard logo placement in on-site event signage, 2018 Annual Report, and the *Heritage Farm Companion* membership magazine (circulation to more than 10,000)
- Optional potential product placement and free event tickets throughout 2018

BRONZE SPONSOR \$100

- Text listing on calendar of events at seedsavers.org/events
- Listed as Bronze Sponsor in 2018 Annual Report and the *Heritage Farm Companion* membership magazine (circulation to more than 10,000)
- Potential product placement available
- Includes food, beverage, and in-kind donations



Seed Savers EXCHANGE

Confirm your support today!

Send to: Seed Savers Exchange
Attn: Cindy Goodner
3094 North Winn Road, Decorah, IA 52101
E-mail: cgoodner@seedsavers.org
Fax: 563-382-5872



Sponsors are encouraged to apply as soon as possible to ensure maximum promotion. Full contribution and signed agreement must be received by April 30, 2018.

ORGANIZATION/CONTACT INFORMATION

Contact Name/Job Title: _____

Organization/Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Email _____

Website: _____ Phone: _____

Email high-res logo to cgoodner@seedsavers.org

SPONSORSHIP TYPE (SELECT ALL THAT APPLY)

Premium Sponsorships:

Title Sponsor \$10,000 Gold Sponsor \$5,000 Silver Sponsor \$1,000

Bronze Sponsor \$100 _____

Donation amount or in-kind donation description (food, beverage, etc.)

I, the duly authorized representative of the organization named above, on behalf of said organization, subscribe, and agree to all the mutual promise and obligations set forth in this Sponsorship Agreement. I agree that all sponsorship contributions are non-refundable and may be tax-deductible as allowed by law.

Signature: _____ Date: _____

PAYMENT /BILLING INFORMATION: Total Sponsorship Amount:

Same as above

Billing Contact Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Email _____

Check Enclosed OR Charge Credit Card: Visa MasterCard American Express

Account #: _____

Exp. Date: _____ Verification Code: _____

Cardholder Name: _____