2019 Seed Savers Exchange Sponsorship: Promote your brand with gardeners, healthy food enthusiasts, and people who care about our planet. Strengthen relationships with current customers and reach new ones!

ABOUT US

Since 1975, Seed Savers Exchange has led a grassroots movement to conserve and share endangered heirloom and open-pollinated varieties of seeds and plants. We do this in numerous ways—perhaps most importantly by fostering and supporting a community of more than 70,000 customers, members, and partners who are growing vegetables, planting flower gardens, tending orchards and farms, and preparing and enjoying food. Our community of supporters and customers cares deeply about our mission and the future of our seed supply, and your sponsorship will reach not only event attendees but our broader community as well.

We provide our community with events and other programs that connect them to each other and to our collective gardening and food heritage. They come from diverse backgrounds, view things from different perspectives, and care about a wide range of issues.

They are passionate about being outdoors, healthy eating and living, gardening, protecting biodiversity, addressing climate change, supporting sustainable agriculture and self-sufficiency, growing vegetables, cultivating ornamental gardens, and nurturing the cultural and historic connections between people, seeds, and healthy, delicious food.
**OUR AUDIENCE**

**70,000+ CUSTOMERS**

Seed Savers Exchange’s 70,000-plus customers and members are a unique and integral part of a nationwide constituent base that participates in garden clubs, gardens for food and ornamental reasons, and enjoys what comes out of their gardens on both sensory and practical levels.

Our nonprofit mission matters to them, and they value quality, variety, and organic, non-GMO seeds and food. Their gardens allow them to control where their food comes from, how it’s grown, and how it tastes. Besides providing great-tasting food, gardening gives them additional benefits that are important to them: outdoor exercise, overall health and wellness, and the peace of mind that comes with knowing they are taking care of themselves as well as the environment, both for today and for the future. They enjoy the search that leads to what’s best for their garden, their table, their home, and their lifestyle.

They range in age from retirees to young people just starting families, from people getting their information from traditional media sources to those who turn to blog posts, Instagram, and Facebook to stay informed. They are homeowners with expansive gardens to renters with container gardens. They are avid learners who take classes and attend lectures, and are always looking for unique and quality products. They are highly educated, health-conscious, and concerned about the well-being of their families, their communities, and the planet.

Additionally, 80 percent of our audience is women, and 70 percent have a bachelor’s or advanced degree. Thirty-eight percent of them have annual incomes of $75,000 or more.

Nearly 52 percent of past registered event attendees have come from outside of the state of Iowa, and we are drawing attendees and visitors from the full range of our constituent base. [48.5% in-state, 51.5% out-of-state]

*Compiled from 2018 MarketingLab Customer Survey Data*

**OUR REACH**

- **Facebook:** 405,807 likes; 403,314 followers
- **Instagram:** 57,100 followers
- **Twitter:** 15,200 followers
- **Web visits:** 94,600 average per month; 1,135,200+ annually
- **Total email distribution lists:** 330,400
- **Print distribution lists:** 202,400
- **12,000-14,000 visitors annually to Heritage Farm, our Decorah-based headquarters**

(as of 3/27/19)
EVENT SPONSORSHIP OPPORTUNITIES

Seed Savers Exchange is pleased to offer several opportunities for event sponsorship. We will work with you to determine the opportunity that works best for your needs, or develop a customized sponsorship package to meet your goals. We look forward to crafting the right partnership!

DIRECT CONTACTS:
Heather Haynes, Development Director  
(563) 387-5671, hhaynes@seedsavers.org  
Cindy Goodner, Development Coordinator  
(563) 387-5670, cgoodner@seedsavers.org

SPONSOR BENEFITS

<table>
<thead>
<tr>
<th>Logo/Name Appearance</th>
<th>Presenting* $15,000</th>
<th>Gold $10,000</th>
<th>Silver $5,000</th>
<th>Bronze $1,000</th>
<th>Copper** $500</th>
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<tbody>
<tr>
<td>• Onsite Photo Booth “Seed Packet Selfies”</td>
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<tr>
<td>• Onsite Screen Between Sessions</td>
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<tr>
<td>• Event Calendar Web Page</td>
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<td>• Event Registration Web Page</td>
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<td>• Email Marketing</td>
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<td>• Social Media Marketing</td>
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<tr>
<td>• Onsite Event Signage and Banners</td>
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<tr>
<td>• Onsite Print Program</td>
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<tr>
<td>• SSE Annual Gratitude Report</td>
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<tr>
<td>• SSE Membership Magazine</td>
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<tr>
<td>Verbal Mention During Event Program</td>
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<tr>
<td>VIP Event Tickets</td>
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<tr>
<td>Option for Exhibit Booth***</td>
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<tr>
<td>Option for Product Placement***</td>
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<tr>
<td>Opportunity to Speak During Event Program***</td>
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<td>Right of First Offer in Subsequent Year</td>
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<td>Special Farm Tour</td>
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</tbody>
</table>

*Presenting sponsor name will appear wherever the event name appears. There may be some exceptions based on space and character limitations.

**SSE Business Memberships, with recognition in our annual gratitude report, are also available at the $250 and $100 levels.

***Subject to terms and conditions.

Additional or alternate benefits may be negotiated upon request. Customized sponsorship packages are available. Sponsorships can be a mutually agreed upon combination of cash and in-kind contributions.
EVENT SPONSOR LEVELS

Presenting Sponsor $15,000-$20,000
Choose any two events ($15,000), or the entire event season

- **EVENT presented by [YOUR COMPANY] in all digital, social, and print mentions.** There may be some exceptions based on space and character limitations.
- First-tier digital logo placement on all event web pages, and email and social media marketing, with a hyperlink to the web page of your choice.
- First-tier logo placement on a digital screen at events and on other on-site event signage, and in printed event materials, the 2019 Gratitude Report, and the *Heritage Farm Companion* membership magazine.
- Logo placement on the “Seed Packet Selfies” from SSE’s onsite photo booth selfie station that generates hashtagged photos for social media as well as take-home seed packets.
- Mention of and thank you to your company during event program.
- Option for a company representative to speak briefly during event program.
- Option for farm tour, exhibit booth, product placement, and VIP event tickets to most 2019 events.
- Right of first offer in subsequent year.

**Gold Sponsor $10,000**

- Second-tier digital logo placement on all event web pages and email and social media marketing, with a hyperlink to the web page of your choice.
- Second-tier logo placement on a digital screen at events and other on-site event signage and in printed event materials, the 2019 Gratitude Report, and the *Heritage Farm Companion* membership magazine.
- Mention of and thank you to your company during event program.
- Option for farm tour, exhibit booth, product placement at one event, and VIP event tickets to most 2019 events.

**Silver Sponsor $5,000**

- Third-tier digital logo placement on event registration web page, and email and social media marketing, with a hyperlink to the web page of your choice.
- Third-tier logo placement on on-site event signage and in printed event materials, the 2019 Gratitude Report, and the *Heritage Farm Companion* membership magazine.
- Mention of and thank you to your company during event program.
- Option for farm tour, exhibit booth, product placement at one event, and VIP event tickets (10 per event) to most 2019 events.

**Bronze Sponsor $1,000**

- Fourth-tier logo placement on on-site event signage, and in printed event materials and the 2019 Gratitude Report.
- Mention of and thank you to your company during event program.
- Option for farm tour, product placement at one event, and VIP event tickets (6 per event) to most 2019 events.

**Copper Sponsor $500**

- Company name placement on on-site event signage, and in printed event materials and the 2019 Gratitude Report.
- Option for farm tour, product placement at one event, and VIP event tickets (4 per event) to most 2019 events.

Additional or alternate benefits may be negotiated upon request. Customized sponsorship packages are available. Sponsorships can be a mutually agreed upon combination of cash and in-kind contributions. SSE Business Memberships, with recognition in our annual gratitude report, are also available at the $250 and $100 levels.
Seed School - August 16-18
Learn how to grow, harvest, store, and save seeds while discussing the importance of preserving crop diversity in your own backyard. *Estimated attendance: 20-25*

Apple Grafting / Apple School - March 29, 30, April 12, 13
Learn how to graft and care for apple trees in one of six half-day workshops. Discuss apple histories, practice apple propagation, and take home three grafted trees to begin your very own orchard. *Estimated attendance: 120*

Heirloom Plant Sale at Heritage Farm - May 4
Discover rare heirlooms, storied varieties, and beloved favorites to plant in your own garden at the Heirloom Plant Sale! This is the kick-off for spring plant sales at the Lillian Goldman Visitors Center. *Estimated attendance: 600*

Conference & Campout - July 19-20
Join us to celebrate our connection to food, community, seeds, and gardens. Friday-night potluck, and Saturday speakers, tours, and a barn dance. Free to attend. Meal tickets and campsites available for a fee. Full schedule coming soon. *Estimated attendance: 400*

Seed Savers Exchange Benefit Concert - August 3
An outdoor concert featuring local and regional musicians to benefit Seed Savers Exchange’s work to conserve and share heirloom, open-pollinated seeds. Additional event details and registration coming this spring. *Estimated attendance: 500-1,000*

Tomato Tasting - August 31
Sample dozens of organic, non-GMO, open-pollinated heirloom tomatoes at our free annual Tomato Tasting event. Attend workshops, enter our salsa contest, and celebrate the start of fall in our beautiful gardens. *Estimated attendance: 525*

Harvest Festival - October 5
Celebrate the bounty of the harvest with a soup cook-off, hayrides, garlic talk, cider pressing, food storage workshops, and kids activities. *Estimated attendance: 500*
GARDEN AND TRAIL SPONSORSHIP OPPORTUNITIES

Seed Savers Exchange is pleased to offer several opportunities for Heritage Farm Garden and Trail sponsorships. We will work with you to determine the opportunity that works best for your needs, or develop a customized sponsorship package to meet your goals. We look forward to crafting the right partnership to get your name in front of the 12,000-14,000 annual visitors to Heritage Farm. Whether they are out-of-state visitors looking for other things to do and places to go in Decorah (52%), or local and regional Iowa residents (48%) who will be happy to see that you share their values, Garden and Trail sponsorships add value for your brand.

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<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>Diane’s Garden $2,500</th>
<th>Evaluation Garden $1,000</th>
<th>Colonel Taylor Trail* $750</th>
<th>Adopt-A-Trail* $500</th>
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<tbody>
<tr>
<td>Logo/Name Appearance</td>
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<tr>
<td>• Visit Heritage Farm Web Page</td>
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<tr>
<td>• Onsite Visitors Center Signage</td>
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<td>• Onsite Garden and Trail Signage</td>
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<td>• SSE Annual Gratitude Report</td>
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<td>• SSE Membership Magazine</td>
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<td>Option for Product Placement</td>
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<td>(in Visitors Center or Elsewhere)**</td>
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<tr>
<td>Volunteer Opportunities for Groups</td>
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<td>or Individual Employees</td>
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<td>VIP Tickets to SSE Events</td>
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<tr>
<td>Special Farm Tour</td>
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</table>

*Sponsors can adopt a full trail for exclusive logo placement on trail signage, or a portion of a trail for shared logo placement. **Subject to terms and conditions.

Additional or alternate benefits may be negotiated upon request.
Customized sponsorship packages are available.
Sponsorships can be a mutually agreed upon combination of cash and in-kind contributions.
Seed Savers Exchange Business Memberships are also available.
GARDEN AND TRAIL SPONSOR LEVELS

Diane’s Garden Sponsor $2,500

- First-tier digital logo placement on Visit Heritage Farm web page, with a hyperlink to the web page of your choice.
- First-tier logo placement on on-site Visitors Center signage and exclusive logo placement on Diane’s Garden signage.
- Logo placement in the 2019 Gratitude Report and name in the *Heritage Farm Companion* membership magazine.
- Option for group or individual employee (and family) volunteer opportunities to tend Diane’s Garden and meet Seed Savers Exchange co-founder Diane Ott Whealy.
- Option for product placement, farm tour, and VIP event tickets (8 per event) to most 2019 events.

Evaluation Garden Sponsor $1,000

- Second-tier logo placement on on-site Visitors Center signage and exclusive logo placement on Evaluation Garden signage.
- Option for group or individual employee (and family) volunteer opportunities to tend the garden.
- Option for farm tour, product placement, and VIP event tickets (6 per event) to most 2019 events.

Colonel Taylor Trail Sponsor $750

(sponsors can adopt a full trail or a portion of a trail)

- Logo placement on Colonel Taylor Trail signage.
- Option for group or individual employee (and family) volunteer opportunities to maintain the Colonel Taylor Trail.
- Option for farm tour, product placement, and VIP event tickets (6 per event) to most 2019 events.

Adopt-A-Trail Sponsor $500

(sponsors can adopt a full trail or a portion of a trail)

- Logo placement on Trail signage.
- Name placement in the 2019 Gratitude Report.
- Option for group or individual employee (and family) volunteer opportunities to maintain the trail.
- Option for farm tour, and VIP event tickets (4 per event) to most 2019 events.
HERITAGE FARM

Each year, 12,000-14,000 people visit the Seed Savers Exchange headquarters at Heritage Farm, near Decorah, Iowa. A visit to Heritage Farm is a bucket-list item for many people—one they will remember and treasure for years—and our events are often the impetus that gets them here. They come not only to attend the events but also to enjoy the beautiful and educational display gardens; to collect apples in our historic apple orchard; to shop for seeds, transplants, gardening tools, and gifts in the Lillian Goldman Visitors Center; to visit our iconic red barn that houses classes, barn dances, and seed processing; to view heritage livestock breeds; and to explore our network of more than eight miles of hiking trails. This visitor destination is housed on our 890-acre farm in the Driftless Region of Northeast Iowa, which includes limestone bluffs, spring-fed trout streams, sweeping ridgeline vistas, grass pastures, and prairie and forest areas, in addition to our display gardens and orchards. Seed Savers Exchange truly has something for everyone, and welcomes members, donors, customers, sponsors, and partners to visit.
CREATING YOUR SPONSORSHIP!

Thank you for considering sponsorship of Seed Savers Exchange!

We will work with you to determine the opportunity that works best for your needs, or develop a customized sponsorship package to meet your goals. We look forward to working with you to create a mutually beneficial and lasting partnership.

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