

2022 SPONSOR OPPORTUNITIES



Seed Savers
EXCHANGE

Seed Savers Exchange • 3094 North Winn Road, Decorah, IA • 563-382-5990 • seedsavers.org

INTRODUCTION

According to the 2021 National Gardening Association Survey, **18.3 million people gardened for the first time in 2020**, and Seed Savers Exchange certainly felt the wave of new interest rush over our operations at Heritage Farm. As a mission-based nonprofit with nearly 50 years of experience, **Seed Savers Exchange is a critical landing point for gardeners** who are looking for a trusted source for seeds and knowledge, seed-savers who want to preserve and share seeds, and supporters who seek to do good in our world.

The strength of the Seed Savers Exchange brand makes us uniquely poised to offer significant brand awareness for sponsors, and we would be honored to have your partnership to move our mission forward this year, when gardening remains in such high demand.

Sponsoring Seed Savers Exchange directly connects you with people who trust our brand and mission—people who are looking to us for advice, resources, tools, and information that will help them meet their goals for gardening, health, lifestyle, environmental preservation, cooking, and food security.



CONTENT

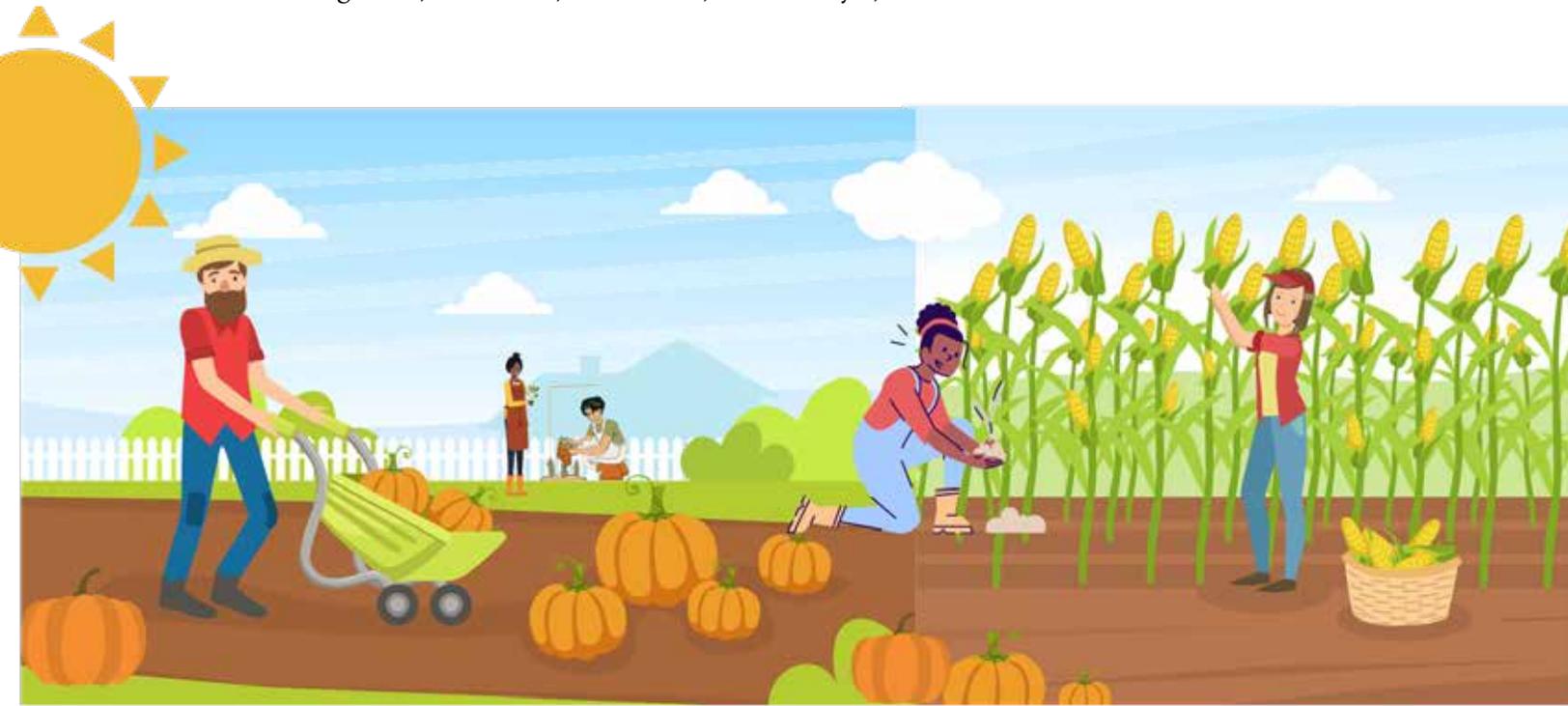
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WHO YOUR SPONSORSHIP WILL REACH

Seed Savers Exchange customers, members, and followers form a unique, nationwide, 500,000-strong constituent base that is surging as people turn to their gardens for peace, food security, connection, and more.

The people in our community value our nonprofit mission as well as quality, diverse, organic, non-GMO seeds and food. Besides wanting great-tasting food, they garden for additional benefits that may also align with your brand: outdoor exercise, overall health and wellness, and the peace of mind that comes with knowing they are taking care of themselves, their families, and the planet, both for today and for the future. They enjoy the journey that leads to what's best for their garden, their table, their home, their lifestyle, and their world.



SEED SAVERS EXCHANGE'S REACH*



421,000 followers



109,000 followers



Web visits: **1.6 million** unique users and more than **15.2 million** page views annually*



Total event email distribution list **450,000+** (27% open rate, 7% CTR)



Member and supporter email list **14,000** (+44% open rate, 6.5% CTR)



Print distribution list (for pieces that include sponsor recognition) - **300,000**



2021 Virtual Event Engagement: **3,000**

*Google Analytics reporting from 2/1/21-1/31/22.

NOW IS THE PERFECT TIME TO SPONSOR SEED SAVERS EXCHANGE

Are you looking for ways to grow or engage more deeply with your customer base and digital community? Sponsorship with Seed Savers Exchange not only shares your brand through multichannel digital and print marketing to our robust and active audience of 500,000+ members, customers, fans, and followers—but also allows you to authentically share your philanthropic goals and company values with an audience who will respond to them.

Your support of Seed Savers Exchange attaches your brand to a well-known mission that does good in our world, supporting today's gardeners, farmers, chefs, and others while protecting biodiversity for current and future generations. With robust benefits and estimated values up to and over \$25,000 for this recognition, the sponsorship opportunities noted here are well worth the investment.

EXAMPLES OF CREATIVE WAYS WE HAVE RECOGNIZED SPONSORS

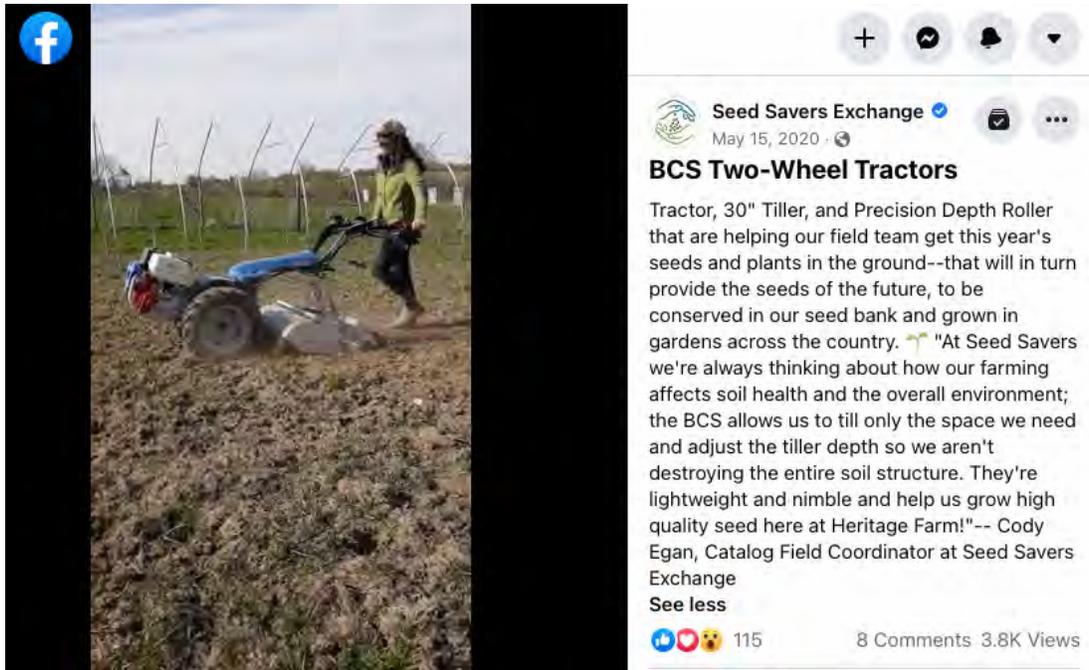
CO-BRANDED CAMPAIGNS



LOGO PLACEMENT EXAMPLES



PRODUCT HIGHLIGHT POSTS



A Facebook post from Seed Savers Exchange, dated May 15, 2020. The post features a video thumbnail on the left showing a person in a green shirt operating a blue BCS two-wheel tractor in a field. The text of the post describes the tractor, 30" tiller, and precision depth roller, highlighting their benefits for soil health and seed conservation. The post has 115 reactions and 3.8K views.

Seed Savers Exchange ✓
May 15, 2020 · 🌐

BCS Two-Wheel Tractors

Tractor, 30" Tiller, and Precision Depth Roller that are helping our field team get this year's seeds and plants in the ground--that will in turn provide the seeds of the future, to be conserved in our seed bank and grown in gardens across the country. 🌱 "At Seed Savers we're always thinking about how our farming affects soil health and the overall environment; the BCS allows us to till only the space we need and adjust the tiller depth so we aren't destroying the entire soil structure. They're lightweight and nimble and help us grow high quality seed here at Heritage Farm!"-- Cody Egan, Catalog Field Coordinator at Seed Savers Exchange

[See less](#)

👍❤️👎 115 8 Comments 3.8K Views

EVENT PROMOTIONS



A Facebook post from Seed Savers Exchange, dated August 14, 2020. The post promotes the 40th annual conference, which is being held virtually on August 21, 2020. The post includes details about registration, pre-registration, and donations. It also features a graphic for the conference and a list of sponsors.

Seed Savers Exchange ✓
★ Favorites August 14, 2020 · 🌐

Seed Savers Exchange is hosting its 40th annual conference this August, and for the first time, no travel (or packing!) is required. Tune in, next week, on Friday, August 21, at <https://www.seedsavers.org/conference> to take part online. Pre-registration for all live components is required by Wednesday, August 19, at 11:59 pm CT; donations are encouraged but not required.

Visit <https://www.seedsavers.org/conference> for the full lineup of speakers, workshops, and tours.

Spo... [See More](#)



The graphic for the 40th Annual Conference features a ribbon design with the text "40TH ANNUAL CONFERENCE" and "AUGUST 21, 2020". Below the ribbon, it says "SEED SAVERS EXCHANGE VIRTUAL EVENT" and "Register at [seedsavers.org/conference](https://www.seedsavers.org/conference)". The Seed Savers Exchange logo is at the bottom.

SPONSORS

- TERRA THE FARMER'S MARKET
- BCS
- Decorah Bank
- ORGANIC VALLEY
- SUSTANE
- ALPINE FLY
- Bankers Trust
- PULPET ROCK BREWING COMPANY

SPONSORSHIP PACKAGE COMPARISONS

LEVEL	Platinum	Gold	Silver	Bronze	Copper
AMOUNT	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Co-branded social media campaign*	✓				
Product highlight post on social media*	✓	✓			
Press releases (including outlets of your choice)	✓	✓	✓		
Virtual event verbal thank you	✓	✓	✓		
Hyperlink or tagging on web, email, & social	✓	✓	✓	✓	
Share e-coupon*	✓	✓	✓	✓	
Logo on web, email, & social	1st tier	2nd tier	3rd tier	4th tier	Name Only
Logo on virtual event screens	1st tier	2nd tier	3rd tier	4th tier	Name Only
Logo in print materials	1st tier	2nd tier	3rd tier	4th tier	Name Only
Logo in SSE 2023 Seed Catalog	1st tier	2nd tier	3rd tier	4th tier	Name Only
Seeds*	✓	✓	✓	✓	✓
Event tickets*	✓	✓	✓	✓	✓

**Subject to terms and conditions.*

THE 2022 EVENT SEASON: HIGHLIGHTS & SCHEDULE

Virtual Conference & Campout

July 15-16

Two days of live and pre-recorded garden tours, workshops, panels, and presentations.

Estimated Virtual Attendance: 4,000

Full Promotional Reach: 500,000+



Virtual Seed School

September 12 - October 24

Learn how to grow, harvest, store, and save seeds while discussing the importance of preserving crop diversity in your own backyard. Discover how to engage your community in seed stewardship through seed libraries, seed swaps, and community gardens. This virtual workshop series will take place weekly on Mondays.

Estimated Virtual Attendance: 250-300

Full Promotional Reach: 12,500



CREATING YOUR SPONSORSHIP

Thank you for considering sponsorship of Seed Savers Exchange!

We will work with you to determine the opportunity that best suits your company's needs, or develop a customized sponsorship package to meet your goals. We look forward to creating a mutually beneficial and lasting partnership.

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