

Planning a Women in Agriculture Conference?

~ Sponsors ~

Planning a Women in Agriculture Conference

Sponsors

- Share the conference goal with potential sponsors
- Local, regional or national agribusiness, commodity groups, chamber of commerce, preventative health organizations, Farm Bureau, Farm Credit, banks/lenders, insurance companies, collaborating universities, Extension, Master Gardener clubs, Magazines, etc...

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Sponsors

- Types of sponsorship:
 - Monetary donation
 - In-kind contribution: food products (if facility allows)
 - Door prizes
 - Registration fee for participants
 - Overnight & travel expenses for participants
 - Conference program printing
 - Speaker related expenses
 - Levels of sponsorship, ie. gold, silver, bronze

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Sponsors

- Recognize sponsors by:
 - Listing every sponsor in the program
 - On name badges if they sponsored participants
 - Table tents if they paid for a food/beverage break
 - Announcement at general session
 - Thank you notes

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~ Publicity ~

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Publicity

- Initial Announcement – Hold the date
 - Postcards, brochures, news releases, ads, speaking time on other ag related programs
 - E-mail, U.S. mail, incorporate into other Extension newsletters, flyers in agency offices and agribusiness stores
 - Include e-mail and phone number for more information

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Publicity

- Utilize Extension and Ag group networks:
 - Regional Extension committees
 - Regional Risk Management Education centers
 - Farm Bureau and commodity women's groups
 - County educator associations
 - University newsletters and websites