



## Family Farm Day 2017

Dear friend of agriculture in Maryland,

The Maryland Agricultural Resource Council (MARC) announces sponsorship opportunities for the 8<sup>th</sup> annual Family Farm Day. Drawing over 4,500 visitors, Family Farm Day is designed to spark the public's interest, understanding and support of agriculture.

Sponsorship not only helps fund Family Farm Day, but also contributes to MARC's many educational outreach initiatives reaching thousands of youth and adults in the region all year. Programs such as summer youth Ag camps, beekeeping and garden demonstrations, Preschool Sprouts programs, Teacher's Day on the Farm, fine art and food events, and so much more! As a sponsor, your name will appear in over 25,000 emails and will be visible to everyone viewing MARC's website and social media outlets.

Family Farm Day visitors will: experience the farm through farm tours and introductions to a variety of farm animals; browse the offerings of a .3-mile-long tree lined exhibitor allee featuring locally grown fruits, vegetables, flowers, honey, meats, and cheeses; learn about gardening and beekeeping from Master Gardeners and trained beekeepers; attend live demonstrations of working sheep dogs, fox hounds, and horses in action; experience the Kid's Zone with pony rides, tractor rides, peddle carts, pumpkin painting, face painting, puppet shows, and many other fun activities, and enjoy a full day of live bluegrass and country music completing the afternoon with a featured musical presentation.

### Date and Time

Sunday, September 24  
10a.m.-6p.m.

### Location

Baltimore County Center for Maryland Agriculture and Farm Park  
1114 Shawan Road  
Cockeysville, Maryland 21030

### Sponsorship level opportunities

Multiple levels of sponsorship are available for your consideration. Please contact Art Wachter at [abun@songside.com](mailto:abun@songside.com) or Caroline Christofano at [admin@marylandagriculture.org](mailto:admin@marylandagriculture.org) for more information.

## Sponsor Benefits

### \$10,000 – CORE CONSERVATOR (Platinum Sponsorship)

- *Company name and link on website, social media outlets, posters and all marketing materials*
- *1 year on Family Farm Day website listed as a sponsor*
- *Logo and tagline attached to all marketing material and 25,000+ emails*
- *10 free car passes*
- *Prime company booth (to be identified on the map of the event)*
- *Company provided promotional giveaway item to be given out at the day of the event.*
- *Company sponsored 48-hour discount ticket (company chooses the code).*
- *10 kid zone wristbands*
- *Logo displayed in all print advertising*
- *Company-provided banner to be placed at a key location.*
- *Use of site for one day for corporate team building*
- *Special recognition announcements from stages throughout the event*

### \$5,000 - HARVEST INVESTOR (Gold Sponsorship)

- *Company name and link on website, social media outlets, posters and all marketing materials*
- *1 year on Family Farm Day website listed as a sponsor*
- *Logo and tagline attached to all marketing material and 25,000+ emails*
- *5 free car passes*
- *Company booth (to be identified on the map of the event)*
- *Company provided promotional giveaway item to be given out at the day of the event.*
- *Company sponsored 48-hour discount ticket (company chooses the code).*
- *7 kid zone wristbands*
- *Logo displayed in all print advertising*

- *Company-provided banner to be placed at the stage or the kid-zone.*

**\$3,000 – AG SUSTAINER (Silver Sponsorship)**

- *Company name and link on website, social media outlets, posters and all marketing materials*
- *1 year on Family Farm Day website listed as a sponsor*
- *Logo and tagline attached to all marketing material and 25,000+ emails*
- *3 free car passes*
- *Company booth (to be identified on the map of the event)*
- *Company provided promotional giveaway item to be given out at the day of the event.*
- *5 kid zone wristbands*
- *Logo displayed in all print advertising*

**\$2,000 – SEED PLANTER (Bronze Sponsorship)**

- *Company name and link on website, social media outlets, posters and all marketing materials*
- *1 year on Family Farm Day website listed as a sponsor*
- *Logo and tagline attached to all marketing material and 25,000+ emails*
- *Two free car passes*
- *Company booth (to be identified on the map of the event)*
- *Company provided promotional giveaway item to be given out at the day of the event.*

**\$1,000 – FARM FRIEND**

- *Company name and link on website, social media outlets, posters and all marketing materials*
- *1 year on Family Farm Day website listed as a sponsor*
- *Logo and tagline attached to all marketing material and 25,000+ emails*
- *One free car pass*
- *Company booth (to be identified on the map of the event)*

**\$250 – CITIZEN IN AG**

- *Company name and link on website, social media outlets, posters and all marketing materials*
- *1 year on Family Farm Day website listed as a sponsor*

- *Logo and tagline attached to all marketing material and emails*

We are happy to customize any level to your needs

### Areas Available for Sponsorship

- Kid Zone (\$1,000) -includes face painting, blow-up obstacle course, pumpkin painting, puppet show and straw maze.
- Two Stages (\$1,500 each) – bluegrass bands to play: TBA
- Outdoor Arena (\$1,000) – barrel racing, hunt club and sheep dog demonstrations
- Exhibit Barn (\$1,000) – farm animals for petting, butter making and other demonstrations
- Pony Rides (\$1,00) – small, medium, and large ponies available to accommodate different ages and sizes of children
- Tractor Rides (\$500) – each tractor has a buddy seat for a child to accompany the driver

### Why Sponsor?

- Show your company's or personal commitment to sustaining Maryland Agriculture. Family Farm Day provides a unique opportunity for the agricultural community of Maryland to come together to demonstrate agriculture's importance to every citizen.
- Have access to one of the most sought-after demographic groups in the state: 60% of visitors are adults, 40% are children. This event provides an exceptional opportunity to reach the sophisticated Northern Baltimore Market
- Reach a large audience with repeated impressions. Your name and/or logo will appear on promotional materials and on the official festival website.
- Develop new contacts. The event provides a unique networking opportunity to connect with the community in a fun and entertaining environment.

➤ Support the local community. This event offers a great way to show your commitment to the residents of Maryland.

MARC is a 501c3 nonprofit organization formed by local agricultural leaders and enthusiasts to support agriculture in the region, help retain the working landscape and inform the public about the importance of agriculture in everyone's lives. Charitable contributions are tax deductible as may be appropriate and allowed by law.