



MARYLAND  
AGRICULTURAL  
RESOURCE COUNCIL

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**BOARD EMERITI**

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**T. Edward Lippy,** Farmer

**Richard M. Price,** Farmer

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**STAFF**

**Wesley Jamison,** *Managing Director*



Dear Friend of Agriculture in Maryland,

The Maryland Agricultural Resource Council (MARC) is offering sponsorship opportunities for the 8<sup>th</sup> annual **Family Farm Day**. This fast growing event has become very important in linking the Ag Community to Maryland Families. Thousands of visitors will come and spend the day enjoying activities, music, food and demonstrations. Family Farm Day is designed to spark the public's interest, understanding and support of Maryland Agriculture.

Your 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.

You will be supporting programs such as summer youth Ag camps, beekeeping and garden demonstrations, farm safety workshops, 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.

Our events are growing very fast. Interest in Maryland Ag is exploding. The MARC Board is working hard to keep up with demand and WE NEED YOUR HELP BY TAKING A SPONSORSHIP FOR FAMILY FARM DAY.

With Gratitude,

Rick Bernstein  
President

**The Family Farm Day**  
**Sunday, September 24<sup>th</sup> 10a.m.-6p.m.**

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

## **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.

### **Sponsorship level opportunities**

Multiple levels of sponsorship are available for your consideration. Please contact Art Wachter at [art@songside.com](mailto:art@songside.com) or Wes Jamison at [wes@marylandagriculture.org](mailto:wes@marylandagriculture.org) for more information.

## **Sponsors**

### **\$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.*

### **\$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 FOR 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*

## **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

### **We are happy to customize any level to your needs**

PLEASE CONTACT US TO CUSTOMIZE YOUR SUPPORT

- Art Wachter    art@songside.com                      410-733-5948
- Wes Jamison    wes@marylandagriculture.org                      410-887-8973
- John Hawks    JWHawks@mac.com                      410-245-0401