



— THE LAND —
CONNECTION





The Land Connection is thankful for your interest in sponsoring our organization. Our organization envisions a community-based food system in which every farmer has the opportunity to grow food in a sustainable manner and every person can easily access local and organic foods. The work we pursue each and every day is in an effort to fulfill this vision.

The Land Connection appreciates the generous support we receive through sponsorships from area businesses and individuals each year, as they allow us to provide quality programming to our community. We have designed this packet to assist you in determining the level of involvement that best suits your business, as well as to highlight the many incentives you will receive with a sponsorship. The Land Connection truly believes a partnership with our organization will increase your business's visibility and allow you to create new and deeper networks within our community.

On behalf of our organization, I want to thank you for taking the time to consider partnering with The Land Connection. Your support of The Land Connection gives us the ability to make a difference in repairing our food system. We hope you will join us in building healthy foods, healthy farms, and healthy communities!

With Appreciation,

Jacquelyn M. Evers
Executive Director





Why support The Land Connection?

The Land Connection has proven reach, experienced staff, and a strong focus on bettering the local food system by providing education and support to farmers, the community, and those in need.

MARKETING & REACH 2018

thelandconnection.org • 133,332 unique visitors

The Weekly Harvest e-newsletter [51 newsletters in 2018]
• DIGITAL CIRCULATION OF OVER 3,200 PEOPLE •



Facebook - 4,200 total page followers

- 549.2K Impressions • 8,950 Engagements
- 3,052 Clicks • 487 New Followers



Instagram - 1,394 total followers

- 16.4K Impressions • 45.1 Avg./Day
- 31.92 Average Daily Reach



Twitter - 2,591 followers

- 61.3K Impressions
- 745 Engagement
- 35 Link Clicks

PARTNERSHIPS - we are part of several collaboratives and partner with various organizations and sponsors in Michigan, Indiana, Missouri, Iowa, Wisconsin, and Illinois with a combined reach of over 500,000 individuals.

FARMER TRAINING 2018

- 24** farm business and skills classes were offered
- 909** people attended TLC field days and classes
- 145** people attended the Organic Grain Conference
- 10** farmers completed the Central Illinois Farm Beginnings course (CIFB)
- 31** people attended the Farm Dreams workshops
- 115** people attended the Women Who Farm series
- 157** people attended the Mechanical Weed Control Field Day
- 130** people attended the Farm Finances Webinar series

EVENTS & Fundraising 2018



Blooms or Bust

TLC's 1st annual Spring Fundraiser:

- Over 50 guests
- Raised over \$1,200



The Artisan Cup & Fork

TLC's 3rd annual Chef Competition Fundraiser

- 8 chefs competed
- Over 200 attendees
- Raised over \$19,000

#GIVINGTUESDAY™

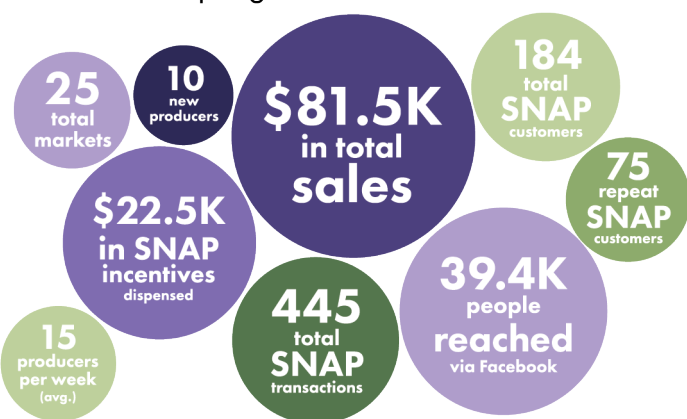
- Raised over \$3,900 • Over 70 donors
- Reached over 12,000 people via Social Media

2018 Champaign Farmers Market

Over

17,900

customers shopped at the Champaign Farmers Market in 2018...



* USDA's Supplemental Nutrition Assistance Program (SNAP) – formerly known as Food Stamps.



Organization Sponsorship Benefits

If you or your business are interested in sponsoring multiple events, then we suggest sponsoring The Land Connection (TLC) at an organizational level. Incentives for your sponsorship would be at the top level for each event chosen (\$1,500).

\$10,000 - Food System Champion

Receive \$1,500 level benefits for ALL TLC programs and events, including:

- Farmer Training Programs (ALL), including:
 - Midwest Mechanical Weed Control Field Day
 - Summer Field Day Series
 - Winter Webinar Series
- Champaign Farmers Market
- Organic Grain Conference
- The Artisan Cup & Fork
- Blooms or Bust: Spring Fundraiser

\$5,000 - Food System Leader (4 high-level sponsorships)

Receive \$1,500 level benefits for:

- Farmer Training Program (pick 1):
 - Midwest Mechanical Weed Control Field Day
 - Summer Field Day Series
 - Winter Webinar Series
- Champaign Farmers Market
- 2 of the following:
 - Organic Grain Conference
 - The Artisan Cup & Fork
 - Blooms or Bust: Spring Fundraiser

\$2,500 - Food System Builder (2 high-level sponsorships)

Receive \$1,500 level benefits for:

- Farmer Training Program (pick 1) OR Champaign Farmers Market
- Organic Grain Conference OR The Artisan Cup & Fork

The Land Connection is committed to ensuring a partnership that meets the needs of you and your business. Please contact our office at 217.840-2128 to discuss potential sponsorship opportunities outside of those listed.