Farmer Veteran Coalition
2022 Farmer Veteran Stakeholders Conference
November 13 - 15, 2022
Oklahoma City, OK

Farmer Veteran Stakeholders Conference Sponsorship & Exhibitor Opportunities

The Mission of Farmer Veteran Coalition is Mobilizing Veterans to Feed America

Farmer Veteran Coalition (FVC) is a national nonprofit organization focused on helping veterans cultivate new opportunities in farming or related agricultural professions. With more than 33,000 veteran members, theorganization has fostered the collaboration of farming and military communities, resulting in developing a new generation of agricultural leaders throughout the country.

FVC offers a variety of programs and services for veterans seeking a sustainable role in the agricultural community. This includes both full-time and part-time employment or a critical supplement to disability-related income. FVC leverages its work through a network of partnerships, allowing the organization to more effectively help a larger number of veterans, particularly those at the onset of their farming careers.

What is the Farmer Veteran Stakeholders Conference?

The Farmer Veteran Stakeholders Conference is the largest national annual gathering of the agriculture and military communities and features three days of education, distinguished speakers, guest panels, networking, a farm tour, camaraderie and much more. Each year, farmer veterans from across the country representing all branches of service and service eras, who are engaged in a wide range of agricultural endeavors with varying levels of experience, descend upon the host city for this important event.

The theme of this year's conference—the 8th annual—is ***Growing Together*** and will be held November 13-15, 2022, at the Sheraton Midwest City Hotel at the Reed Conference Center near Oklahoma City.

Why you should sponsor or be an exhibitor at the Farmer Veteran Stakeholders Conference

The Farmer Veteran Stakeholders Conference is where the cross-section of the agriculture and military communities come together, and this year we're expecting **350 to 500 farmer veterans** to attend the conference in person. In addition to reaching the farmer veterans on-site, we offer a wide range of sponsorship opportunities that will allow your organization to share your product or service offerings with our full membership of more than **33,000 farmer veterans** across the country.

By sponsoring or exhibiting at the Farmer Veteran Stakeholders Conference, you not only get exposure to a large audience of active farmers, you also assist Farmer Veteran Coalition in our mission of *Mobilizing Veterans to Feed America*.

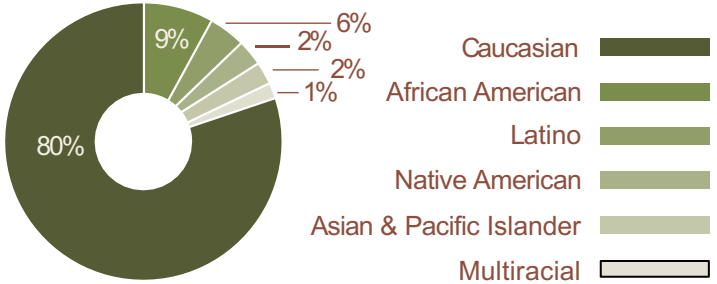
With your generous support, we're looking forward to making this year's conference the best yet. We hope you'll join us in Oklahoma City!

Who Are FVC's Members?

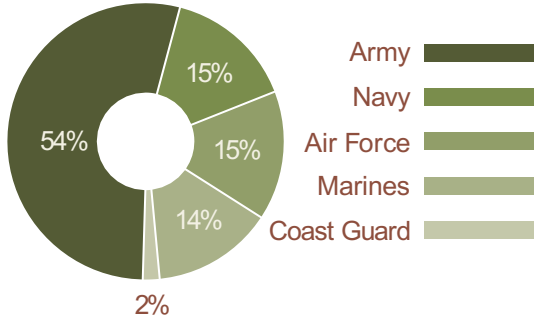
GENDER

84% 16%

RACE & ETHNICITY



BRANCH OF SERVICE



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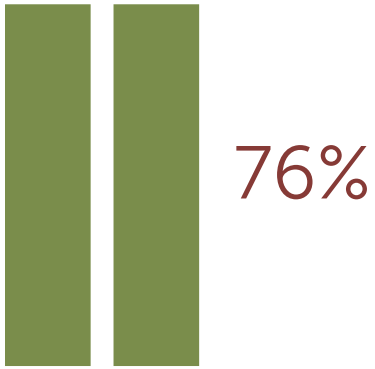
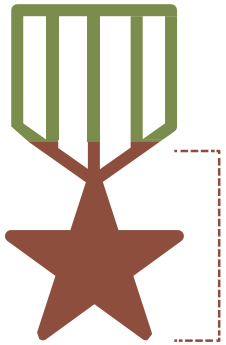


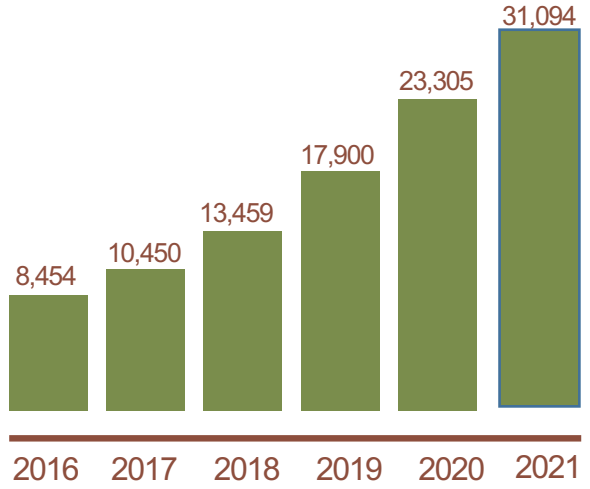
76%

SERVICE-CONNECTED DISABLED



59%

MEMBER GROWTH



2022 Farmer Veteran Stakeholders Conference Sponsorship Packages

	Diamond $50,000	Platinum $25,000	Gold $10,000	Silver $5,000	Bronze $2,500	Friends of FVC $2,499 - $1,500	Exhibitor Only: Non-Profit $500	Exhibitor Only: All Others $800
Main stage logo display	✓							
Recognition in press materials	✓							
Video presentation and/or lunch speaking opportunity (5 min)	✓	✓						
Logo placement on breakout session presentations	✓	✓						
Banner ad recognition in conference app	✓	✓	✓					
Sponsorship recognition in FVC E-newsletters	✓	✓	✓				✓	
Sponsorship recognition on FVC social media	✓ 4	✓ 3	✓ 2	✓ 1			✓	
Exhibitor tables (6-feet)	✓ 2	✓ 2	✓ 1	✓ 1	✓ 1		✓ 1	
Complimentary conference registrations	✓ 6	✓ 4	✓ 3	✓ 2	✓ 1		✓ 1	
Logo and website link on conference website	✓	✓	✓	✓	✓	✓	✓	
Logo recognition on conference signage	✓	✓	✓	✓	✓	✓	✓	

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Sponsorship Levels

Diamond Level - $50,000

- **6** complimentary conference registrations
- **2** 6-foot tabletops for exhibitor space
- Logo placement on main stage throughout conference
- Sponsorship recognition in up to three press materials***** (*press releases and media alerts*)
- Opportunity to speak and/or present a video during one lunch session (*up to 5 minutes*)
- Logo placement on all breakout session presentations
- Sponsorship recognition in FVC E-newsletter distributions (*+37,000 distribution list*)
- **4** social media posts recognizing sponsorship (*+37,000 combined followers*)
- Banner ad recognition in conference mobile application
- Logo and website link on dedicated conference website
- Logo recognition on conference signage at venue

*****dependent upon sponsorship date

Platinum Level - $25,000

- **4** complimentary conference registrations
- **2** 6-foot tabletops for exhibitor space
- Opportunity to speak and/or present a video during one lunch session (*up to 5 minutes*)
- Logo placement on all breakout session presentations
- Sponsorship recognition in FVC E-newsletter distributions (*+37,000 distribution list*)
- **3** social media posts recognizing sponsorship (*+37,000 combined followers*)
- Banner ad recognition in conference mobile application
- Logo and website link on dedicated conference website
- Logo recognition on conference signage at venue

Gold Level - $10,000

- **3** complimentary conference registrations
- **1** 6-foot tabletop for exhibitor space
- Sponsorship recognition in FVC E-newsletter distributions (*+37,000 distribution list*)
- **2** social media posts recognizing sponsorship (*+37,000 combined followers*)
- Banner ad recognition in conference mobile application
- Logo and website link on dedicated conference website
- Logo recognition on conference signage at venue

Silver Level - $5,000

- **2** complimentary conference registrations
- **1** 6-foot tabletop for exhibitor space
- **1** social media posts recognizing sponsorship (*+37,000 combined followers*)
- Logo and website link on dedicated conference website
- Logo recognition on conference signage at venue

Bronze Level - $2,500

- **1** complimentary conference registrations
- **1** 6-foot tabletop for exhibitor space
- Logo and website link on dedicated conference website
- Logo recognition on conference signage at venue

Friends of FVC - $2,499 - $1,500

- Logo and website link on dedicated conference website
- Logo recognition on conference signage at venue

Conference Folio Sponsor - $3,500 *(One available)*

- Exclusive logo placement on folio distributed to every conference attendee
- Logo and website link on dedicated conference website
- Logo recognition on conference signage at venue

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Sponsorship Confirmation Form

☐ **We want to sponsor the 2022 Farmer Veteran Stakeholders Conference; OR**

☐ **We want to be an exhibitor only**

List Amount $_____ **Sponsorship Level Description:** _____

Company: _____

Contact Person's Name*:_____Title:_____
* This is the person who will be your company contact and will receive all event information.

Address:_____

City/State/Zip: _____

Email:_____Phone: _____

Registration for the meeting will be sent under separate cover with instructions on how to register. This document is only your sponsorship confirmation.

For Payment:

☐ Check Enclosed (make payable to Farmer Veteran Coalition)

☐ Please Send Invoice (credit card or P.O.)

Please refer to the sponsorship document for number of registrations and other

Please return this form to:
Farmer Veteran Coalition – Conference Services
285 W. Court Street, Suite 206, Woodland, CA 95695
E-Mail: miriah@farmvetco.org

All payments must be received prior to the Stakeholders Conference

What We Do

Our Programs

- Homegrown By Heroes
- Farmer Veteran Fellowship Fund
- Kubota Geared to Give

Our Services & Resources

- Training and Education Programs
- Employment and Apprenticeships
- Business Development Services
- Marketing and Branding Strategies
- Financial Resources and Referrals
- Retail Discounts

Our Community

- National Stakeholders Conference
- State Chapters and Conferences
- Government and Nonprofit Partnerships
- Mentorship Connections

Our Partners

Farm Credit, Farm Bureau, National Farmers Union, AgrAbility, USDA and countless regional and local farm organizations

What We Believe

WE BELIEVE in the meritocracy of American Agriculture, where personal responsibility and individual initiative can create personal success. We believe in the fundamental dignity of physical work.

WE GUIDE the passion of our veterans so they may earn a meaningful, financially sustainable place in the agricultural community. This could entail full-time or part-time employment, or a critical supplement to disability-related income.

WE ACKNOWLEDGE the plurality of agricultural crops, practices, scale and markets available to our veterans. We honor, guide, and support the practical farming path chosen by each veteran.

WE COMMIT to leveraging our work through an extensive network of partnerships. This allows us to more effectively help a larger number of veterans, particularly those in the onset of their civilian careers.

WE SUPPORT all valid national, regional, or crop-specific efforts to connect veterans with agriculture and collaborate with other groups providing services to our nation's veterans.

WE RECOGNIZE the range of opportunities throughout the agricultural economy and encourage both employment and self-employment. We equally value the contributions made by all members of the agricultural industry who feed America.

WE ARE CONSCIOUS of the high number of veterans that return with both visible and invisible wounds. We respect the privacy of our veterans, and assist them when we can to help make them stronger farmers.

WE RECOGNIZE the geographic and psychological isolation common to both farmers and veterans. Creating contact between our farmer veterans, and a sense of community amongst them, is an important part of our mission.

"I cannot think of any profession that would be more rewarding; this role utilizes my background for the service of the two groups of people I admire most: our veterans and our farmers and ranchers."

– **Jeanette Lombardo** | Executive Director

FARMER VETERAN COALITION

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Sacramento, CA 95814

FarmVetCo.org

FARMER VETERAN COALITION

Mobilizing Veterans to Feed America

For Veterans • For Agriculture • For America

HOMEGROWN BY HEROES

Who We Are

EST. 2009

Our mission: mobilizing veterans to feed America. We develop viable employment and meaningful careers for veterans through the collaboration of the farming and military communities. We support those who choose to serve their country twice – once by defending it, and a second time by feeding it.

Rooted in our strong belief that veterans possess the unique skills and character needed to strengthen rural communities and create sustainable food systems, we recognize that agriculture additionally offers veterans purpose, opportunity, and physical and psychological benefits.

FVC has more than 30,000 veteran members from all 50 states plus U.S. territories; they are farming, working in all parts of the agricultural industry, or aspiring to do so. Members include retired, reserve, active duty, separated, and or National Guard service members from all eras and all branches of the U.S. military. A pioneer in this military-to-agriculture movement, FVC cultivates a new generation of farmers and food leaders.

Homegrown by Heroes

The Homegrown by Heroes label is the official farmer veteran branding program of America. It certifies farmers, ranchers and fishermen of all military eras to sell their product as veteran-grown and produced.

More than 2,000 veterans from all 50 states proudly use the Homegrown by Heroes label representing $100 million in annual sales.

Homegrown by Heroes is open to service members and honorably discharged veterans with 50% or greater ownership and operation of their food-producing business.

Many states support the Homegrown by Heroes campaign and merge the label with their state-grown promotion for use by farmer veterans.

Homegrown by Heroes informs consumers that products were grown by a U.S. Military veteran and offers the public a tangible and meaningful way to support veterans while carrying out their regular shopping.

Geared To Give

Kubota Tractor Corporation and FVC have partnered since 2015 on the **Geared to Give** program. Together we honor five veterans annually as we hand over the keys to a new tractor in each of Kubota's sales districts – North, South, East, West and Midwest. This program is designed to give U.S. Military veterans the tools needed to pursue a future in farming.

Farmer Veteran Fellowship Fund

The Farmer Veteran Fellowship Fund has awarded $3.5 million in grants to more than 800 veterans nationwide.

It's a small grant program that provides direct assistance to veterans who are in their beginning years of farming or ranching and looking to develop their agricultural careers. Assistance is provided through the purchase of capital equipment the veteran has identified as making a crucial difference in the launch of their farm business.

Applications are accepted annually and reviewed by advisors with long careers in the food and farming industry. The fund provides opportunity for sponsors to see their contributions go directly to the benefit of veterans.