



Real Food · Real Local Institute

Become a Sponsor for our Upcoming Conference

About the Real Food · Real Local Institute's 2nd Annual Conference

As we gear up for our second year of hosting the Real Food · Real Local conference, we are already seeing registrations from a broader and more far flung (ten states, so far) audience than last year. We've invited keynote speakers – Philip Ackerman-Leist and Brad Masi – who have documented (in print and film) the innovative and collaborative qualities of our maturing food system and enlisted over forty local experts to share their wisdom and lessons learned as they build their piece of our local foods economy.

Your support is critical in assuring that our conference generates funds to not only cover the costs of this year's events, but also seed money for next year's conference. The conference is an important part of our strategy to position Southeast Ohio as the 'go to' place for experiencing and learning about vibrant community-supported local food economies, while increasing earning opportunities for our partners to market their expertise, services, and products.

Our local food hospitality and retail partners will also benefit from this event. At a time (May 14th through 17th) when many of our local food restaurants (and the producers from whom they source ingredients) might otherwise experience a slowdown in business, we expect to attract 100+ people to take part in workshops, panel discussions, off site tours, and after-hours events. Many will be staying in local hotels and looking for local food shopping and dinner dining options.

LEVELS OF SPONSORSHIP & BENEFITS

All sponsors, regardless of level chosen, will receive the following benefits:

Your logo and/or name will be included in:

- Our full conference booklet which will be distributed to all attendees
- On our conference registration site
- Mention in our conference promotion
- Our gratitude for your support

Friend of the RFRL Institute

\$100

The RFRL Institute depends upon the support of our Athens 30 Mile Meal partners and others in the community to help underwrite our work on the conference, as well as our day to day efforts to promote our local food partners. In addition to the general sponsor benefits listed above, your business or nonprofit may also have a business card size (3.5 x 2 inches) ad* in our premier issue of *30 Mile Meal*, the Institute's quarterly e-magazine which will be available on our website (www.realfoodreallocalinstitute.org) and widely promoted in June 2013.

'Uptown & Around Town Athens 30 Mile Meal Local Foods Guide' Supporter \$200

Each attendee will receive a copy of the Guide for use during their conference stay. The guide will feature Athens 30 Mile Meal partners within the city. We will print additional copies that will be distributed by both the Athens County Convention & Visitors Bureau and Athens 30 Mile Meal. We will provide you with 10 copies of the guide to make available to your customers. Your business may also have a business card size ad* in our premier issue of *30 Mile Meal*, in addition to receiving the general sponsor benefits listed above.

Supporter of the RFRL Institute \$300

In addition to the general sponsor benefits listed above, your business or nonprofit may place a free half page (3.5 x 4 inches) ad in the premier issue of *30 Mile Meal*, the Institute's e-magazine which will be available on our website in June 2013.

Benefactor of the RFRL Institute \$500

In addition to the general sponsor benefits listed above, you will receive one free registration for the conference, and your business or nonprofit may place a free half page ad in both our Summer and Fall issues of *30 Mile Meal*.

Institute Visionary \$750

Our visionaries will receive two free conference registrations and a half page ad in all issues of *30 Mile Meal* in 2013, in addition to the general sponsor benefits.

Keynote Speaker Sponsor \$1000

Philip Ackerman-Leist, author of the newly released book, *Rebuilding the Foodshed: How to Create Local Sustainable and Secure Food Systems* will be our keynote speaker. His book includes references to ACEnet and various aspects of our local food system. Philip's visit will leverage new publicity about our collective efforts to build our local foods economy.

Sponsorship support will cover his travel, lodging and meal costs as well as an honorarium. Our Keynote sponsor will receive two free conference registrations, a half page ad in the Summer, Fall and Winter issues of *30 Mile Meal*, and recognition of your sponsorship prior to Philip's talk at the conference.

Southeast Ohio Local Food System Champion \$1500 or more

We offer our Champion sponsors two free conference registrations, a half page ad in the Summer, Fall and Winter issues of *30 Mile Meal*, the Institute's online magazine premiering in June in 2013, and our profound appreciation for your investment in helping us deepen the potential of Southeast Ohio's food system.

For more info, please contact:

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or

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Payments should be made out to and mailed to:

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