



AN INITIATIVE OF THE WALLACE CENTER AT WINROCK INTERNATIONAL



2020 SPONSORSHIP OPPORTUNITIES

March 10-13, 2020

New Orleans, LA

www.wallacecenter.org

#NGFN2020



Wallace Center
AT WINROCK INTERNATIONAL



SPONSOR THE 2020 NGFN CONFERENCE!

The Wallace Center invites you to share your leadership and commitment to the growth of equitable and resilient regional food economies by sponsoring the fifth biennial National Good Food Network Conference.

Since 2012, the Wallace Center has been convening leaders from across the good food movement for a comprehensive, practitioner-driven conference to lift up inspirational ideas, build professional connections, and learn practical skills and innovative approaches for creating inclusive, place-based food systems and value chains.

From leaders of community-based organizations and local and regional food businesses, to government researchers and extension agents, to investors and lenders, the NGFN Conference offers attendees the space and tools necessary to strengthen individual and collective capacity for creating real and lasting impact.

The Wallace Center is excited to be hosting the 2020 National Good Food Network Conference in New Orleans, LA from March 10-13, 2020.

We will be partnering with New Orleans-based non-profit Propeller, which supports entrepreneurs to address social and environmental disparities, to explore, highlight, and connect with the rich and dynamic food culture of the region.





CONFERENCE THEME

At the 2020 NGFN Conference we are looking to take food systems change and movement building to the next level.

We will take stock of our progress as a movement and look ahead to the future as we seek to break down silos and build collaborative systems-level solutions to answer some of the greatest challenges of our time. Leaders from across the country will gather to recognize and consider the successes and challenges, critically and honestly evaluate current efforts and roadblocks, assess where different approaches need to be taken, and discuss emerging opportunities and challenges we need to prepare for.

Together, we will reflect on where we have been, appreciate gains and impacts, and chart the course for the next ten years of a more healthy, equitable and resilient food system.

With a renewed focus on equity and community economic development, the 2020 NGFN Conference will expand on the success of previous Conferences and continue to build the capacity of food systems leaders and organizations and inspire innovation through engaging presentations, no-cost consulting and technical assistance trainings, networking, and peer-learning opportunities.



CONFERENCE STATS:

124
speakers

63
free
consulting
sessions

23
breakout
sessions

11
expert-led
workshops

5
site visits

3.5
days

3
plenary
panels

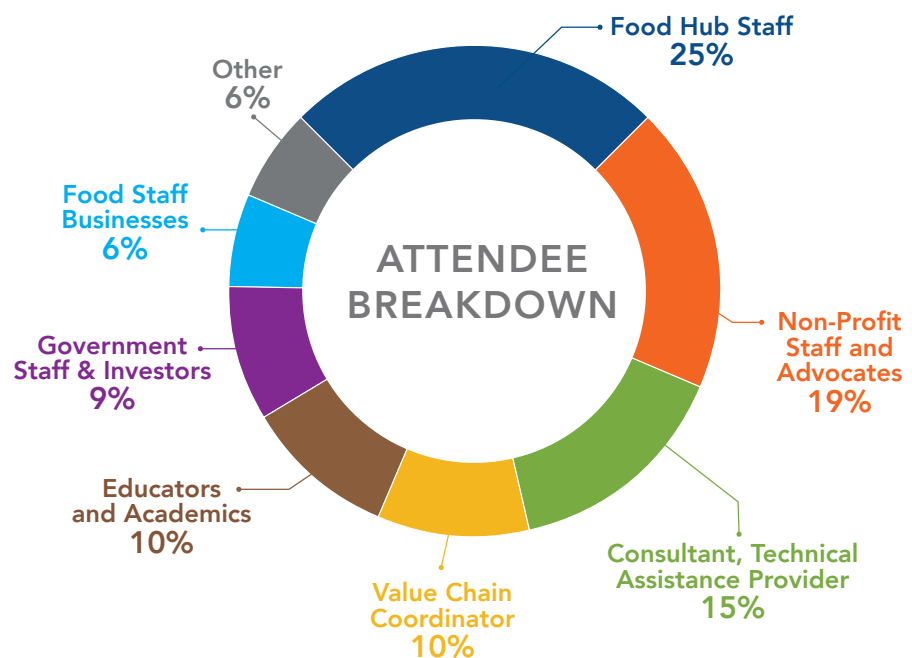
3
keynotes

2018 CONFERENCE PROFILE



"These conferences contribute a lot to this industry, and it gives everyone an opportunity to connect, put aside the daily operational micro-view in favor of the bigger picture and make connections that will perpetuate and benefit all."

– 2018 Conference attendee



"I've gotten several resources through conference connections. These will allow us to solve issues in our food hub that we weren't sure how to manage."

– 2018 Conference attendee



433
attendees



304
organizations



All 50 states,
rural, urban, and
First Nations



4.25/5
average
attendee rating



"I had a chance to hear stories that were inspirational and learn about opportunities in the future."

Innovative and inspirational New Mexico farmer Don Bustos and New Mexico Acequia Association's Paula Garcia discuss the uniqueness of New Mexico, its opportunities and challenges, and the integration of economics with social justice in food and farming collaboration.

SPONSORSHIP OPPORTUNITIES

Join the growing number of businesses, foundations, private individuals, and government agencies that are supporting the development of resilient food and farming systems.

By sponsoring the 2020 NGFN Sponsorship, you will gain visibility, connect with food systems changemakers, and support the professional development of influencers and leaders from across the food value chain.

Sponsorship of the conference provides varying levels of exposure in marketing and communications material, opportunities for relationship-building and connection with food systems leaders, collaboration around and participation in conference plenaries, and complimentary or discounted ticket and/or site visit registration.

Most importantly, your sponsorship will help underwrite conference registration for participants from historically disinvested and underrepresented communities, including individuals from communities of color, low income communities, rural areas, the LGBTQ community, and organizations led by women and/or people of color.

Specifically, your sponsorship will:

- Make the conference affordable and accessible by keeping ticket costs down and providing scholarships to attendees
- Fund the speakers, workshops, site visits and topical intensives that enhance attendees' knowledge and skills
- Support local and regional food systems by sourcing our conference meals from local New Orleans farms and food businesses

LET'S TALK! Contact Annalina Kazickas at annalina.kazickas@winrock.org



SPONSORSHIP PACKAGES

SPONSORSHIP TIER	FOOD SYSTEM	REGIONAL ECONOMY	WARE- HOUSE	TRUCK	PALLET	CASE	BOX
	\$50,000	\$25,000	\$12,000	\$6,000	\$3,000	\$1,500	\$500
Category Exclusivity	✓						
Participate in a Plenary Session	✓	✓					
Introduce Keynote Speaker	✓	✓					
Recognition during Selected Plenary	✓	✓	✓				
Meal* (Limited number available)	Welcome Dinner	Reception	Breakfast/ Lunch	Coffee Hour			
Advertisement in Conference Program	Full page	Full page	½ page	¼ page			
Complimentary Conference Registration	4	3	2	1	Discounted ticket		
Complimentary Ticket to Site Visit or Workshop	4	3	2	1	1	1	
Logo in Conference Program	✓	✓	✓	✓	✓	✓	
Logo on Conference Website	✓	✓	✓	✓	✓	✓	
Exhibitor Table	✓	✓	✓	✓	✓	✓	✓

*Your promotional material will be prominently displayed at the sponsored meal and your organization/company will be acknowledged during that time.

Custom sponsorship packages are available!

To discuss additional options, contact Annalina Kazickas at annalina.kazickas@winrock.org



SITE VISIT SPONSORSHIP OPPORTUNITY

Site Visit Sponsor

\$5,000

Five available

Cover the cost of a site visit to a local organization(s)! As a Site Visit sponsor, your logo will be displayed at the registration table on the day of the site visit, your organization/company will be named at the beginning of the event you support, and your logo will be promoted on the conference website and program. (PS. A percentage of these funds go directly to the host organization.)

Site Visits offer attendees the opportunity to connect with local business and organizations to gain technical knowledge and exchange ideas, best practices, and lessons learned. Previous site visits have highlighted successful food hub models and value chain relationships, the traditional food and farming practices of the region, and innovative community-based organizations.





About the Wallace Center:

The Wallace Center develops partnerships, pilots new ideas, and advances solutions to strengthen communities through resilient farming and food systems. Our goal is to increase the availability of good food, support farming-driven economic and community development in both rural and urban communities, and strengthen community based food and farming organizations throughout America. www.wallacecenter.org

About Propeller:

Propeller is a 501c3 nonprofit that grows and supports entrepreneurs to tackle social and environmental disparities. Propeller works to create a powerful community of diverse entrepreneurs and stakeholders working together for a more equitable future where everyone can lead healthy, fulfilling lives free of racism, poverty, and other systems of oppression. www.gopropeller.org



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