



25th Annual

VIRGINIA BIOLOGICAL FARMING CONFERENCE

*Cultivating Connections
From the Ground Up*

Conference Dates

JANUARY 10-12, 2025

Location

**HOTEL ROANOKE
ROANOKE, VA**

SPONSOR & EXHIBITOR INFORMATION

REACH

- +500 Average Attendees
- +4,500 Newsletter subscribers
- +4,600 followers on Facebook
- +2,400 followers on Instagram

Over 75% of our Conference Attendees are actively growing / grazing biologically.

3 DAYS

DEDICATED TO BIOLOGICAL FARMING

- WORKSHOPS • KEYNOTES
- PRE-CONFERENCE EVENTS
- FARM TOURS • NETWORKING
- BUSINESS TRADESHOW
- TASTE OF VIRGINIA LOCAL MEALS

*Biological Farming
Sustainable • Holistic
Regenerative • Integrated
Dedicated to Soil Health*

"If you're trying to target small or beginning farmers in Virginia, there's no better place to reach so many in such a short period of time than the VABF conference."

- Michelle Olgers, Director of Marketing & Communications, VSU College of Agriculture/ Virginia Cooperative Extension

"What an amazing and inspiring conference! I was so elated to see so many women and people of color represented as presenters and keynote speakers."

- Jennifer Evans, 2023 Attendee

"VABF is a wonderful event for connecting farmers, gardeners, homesteaders and local food advocates across the state to further the adoption and success of biological food production practices and techniques, and helps strengthen Virginia's food economy and a vibrant ecology."

- Mark Angelini, Mountain Run Permaculture



VABF's mission is to educate about, advocate for, and promote organic and biological farming and gardening.

501(C)(3) EIN 541417875

VABF.ORG

"The VABF conference brings the best of the state and the region together to learn, celebrate, and improve biological and organic farming and gardening in Virginia. Everyone serious about biological growing should make it a point to be there!"

- Janet Aardema, Broadfork Farm

EXPECTED ATTENDANCE

500+

FARMERS, GARDENERS, GRAZERS, & BIOLOGICAL FARMING SUPPORTERS



JOIN US IN CELEBRATION OF THE 25TH ANNUAL VIRGINIA BIOLOGICAL FARMING CONFERENCE!

Thank you to all the farms, organizations, and people who have made this Conference successful, year after year, by showing up to participate and build this amazing community of farmers, gardeners, educators, industry professionals, and advocates of biological agriculture!

We have more sponsorship opportunities available than ever before, including our Guardian Presenting Sponsor level and new opportunities like our Taste of Virginia Expo & Social Sponsor, Tote Bag Sponsor, and our Demonstration Add-On for organizations looking for an opportunity to showcase their products in a larger, dedicated space. We've also increased sponsor benefits in each level.

By becoming a sponsor of the Virginia Biological Farming Conference, your company receives web recognition through our extensive promotional period on our website, social media, and e-newsletters, as well as print recognition in our full-color conference program.

Sponsors have opportunities to interact with attendees all day on Saturday and Sunday. Attendees visit the Tradeshow during and between sessions to learn about your products and buy from your booth. This is an exceptional opportunity to connect with people who are passionate about biological, regenerative, organic, & sustainable agriculture.

Join us as a Sponsor!

VABF.ORG/SPONSORS-EXHIBITORS



CONTACT US WITH QUESTIONS OR TO DISCUSS

ANNUAL, CONFERENCE, & CUSTOM SPONSOR PACKAGES

Catherine Bolling, Sponsor Outreach
outreach@vabf.org 540-330-9481

Lindsay Johnson, Conference Manager
coordinator@vabf.org 540-974-5767

Note: We are dedicated to our mission of educating about, advocating for, and promoting organic and biological farming and gardening, and are seeking sponsors whose company values and products are compatible. All sponsors will be reviewed to ensure compatibility. If we have questions or concerns we will be in contact after your application processes.

Sponsorship Highlights

TRADESHOW

Included in all sponsorship levels!

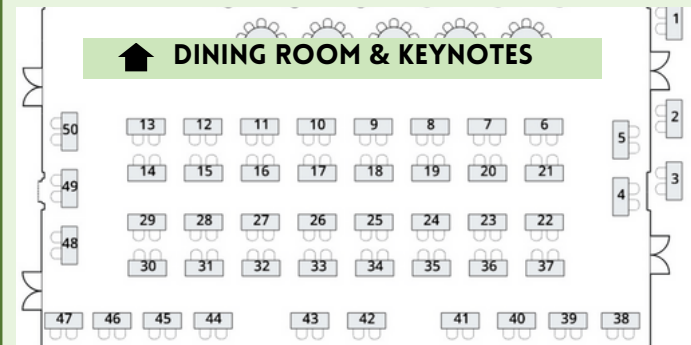
SETUP

Setup includes a draped 6' table and two chairs. Wi-fi & electricity are available.

LAYOUT

All exhibitors will be centralized in the Roanoke Ballroom and at the entry doors. Top level sponsors will be provided premier locations.

TRADESHOW DIAGRAM



VABF BUSINESS MEMBERSHIP

















Cultivator to Guardian Levels · \$200 Value

Access to membership portal with website listing of your company name, logo, & business information including 3 contacts. Free listings of classifieds, job opportunities and events.

CONFERENCE REGISTRATION

Included in all sponsorship levels

Access to Conference sessions, tradeshow, local-food meals, and our networking social. *Donate extra registrations to the Scholarship Fund!*

SPONSORSHIP BENEFITS	GUARDIAN \$20,000	REGENERATOR \$15,000	HARVESTER \$10,000	SUSTAINER \$7,000	POLLINATOR \$3,500	CULTIVATOR \$1,500	SEEDLING \$800	EXHIBITOR \$450
TRADESHOW EXHIBITOR SPACE	✓	✓	✓	✓	✓	✓	✓	✓
CONFERENCE REGISTRATIONS	15	10	8	6	4	3	2	1
WEBSITE LISTING	Linked logo, company name & description, website, and social handles on Homepage & Conference Page 	Linked logo, company name & description, website, and social handles on Homepage & Conference Page 	Linked logo & company name & description on Homepage & Conference Page 	Linked logo & company name & description on Homepage & Conference Page 	Linked logo & company name on Homepage & Conference Page 	Linked logo on Homepage & Conference Page 	Linked logo on Conference Page 	Company Name on Conference Page 
PRINTED PROGRAM: INCLUDING AD & RECOGNITION	Full Page Ad on Inside Back Cover & most prominent logo in Sponsor Thank You	Full Page Ad & prominent logo in Sponsor Thank You	Full Page Ad & prominent logo in Sponsor Thank You	Full Page Ad & prominent logo in Sponsor Thank You	Half Page Ad & Logo in Sponsor Thank You	Quarter Page Ad & Logo in Sponsor Thank You	Logo in Sponsor Thank You	Company Name listed as exhibitor
SOCIAL MEDIA TOOLKIT	Personalized	Personalized	Personalized	Personalized	Personalized	Personalized	✓	✓
SOCIAL MEDIA SHOUTOUTS	12+ <i>Monthly posts + Conference posts</i>	12+ <i>Monthly posts + Conference posts</i>	5	4	3	2	1	Group Post
VABF BUSINESS MEMBERSHIP	✓	✓	✓	✓	✓	✓	<div style="border: 2px solid black; padding: 10px; text-align: center;"> <p>NON-PROFIT EXHIBITORS</p> <p>\$100 DISCOUNT</p> <p>Tradeshow exhibitor rate is \$350 for non-profit organizations</p> </div>	
E-NEWSLETTER RECOGNITION	Introductory write-up, logo & description on all Conference & Monthly VABF E-newsletters 	Logo & description on all Conference & Monthly VABF E-newsletters 	Logo & description on all Conference E-newsletters 	Logo on all Conference E-newsletters 	Logo on all Conference E-newsletters 	Company Name on all Conference E-newsletters 		
LOGO SHARED AT MEMBER BUSINESS MEETING	✓	✓	✓	✓	✓	✓		
VERBAL PODIUM RECOGNITION	✓	✓	✓	✓	<div style="border: 2px solid orange; padding: 10px; text-align: center;"> <p>BENEFITS TIMELINE</p> <p> Full Year: July-July</p> <p> Conference season: Sign-up until Feb</p> </div>			
SCHOLARSHIP CONTRIBUTION	3 Scholarships	2 Scholarships	1 Scholarship					
PODIUM ADDRESS	10 minutes	5 minutes						
RESERVED DINING TABLES	3 Tables	2 Tables						
PRESENTING SPONSOR CREDIT	✓							

ADD-ON & A LA CARTE SPONSORSHIP OPPORTUNITIES

TASTE OF VIRGINIA EXPO & MARKET SPONSOR \$2,000

The Taste of Virginia Expo & Market is a unique event that draws both Conference attendees and the general public for a celebration of all things local with samples and sales of food, herbals, libations, and handicrafts. Always a conference highlight!

- 4'x8' banner at event printed with "Taste of Virginia presented by (your company name/logo)."
- Presenting Sponsor listing on Taste of Virginia Ad in our conference printed program (full page).
- Presenting Sponsor listing for Taste of Virginia on VABF web & social media.
- Linked logo on Taste of Virginia VABF webpage.

Note: Banner art deadline Dec 1st.

HOTEL KEY SPONSOR \$1,200

Take the opportunity to be in the hands of each conference attendee staying at the Hotel!

- Logo on all hotel guest keys (600 key cards printed).

Note: Send vector file logo by Nov 24th.

SCHOLARSHIP SPONSOR / ADD-ON \$500/SCHOLARSHIP

Sponsor the full registration of a farmer seeking financial aid for the conference. Deadline Dec 26th

- 1 Scholarship funded in your company's name with printed program and website recognition of your contribution to the conference scholarship fund.

TOTE BAG SPONSOR \$5,000

Make a lasting impression with a bag that attendees bring home.

- 500 organic cotton canvas bags with VABF Annual Conference design and your company name/logo given to attendees for free.

Optional: Include your own promotional materials

Note: Art deadline Dec 1st.

DEMONSTRATION ADD-ON \$400

(4 available)

Available for Cultivator sponsor level and above as an add-on:

- 45 min demonstration in the Crystal Ballroom on Sunday.
- Business name & presentation description listed in printed program as a new feature of the Conference.

COFFEE BREAK SPONSOR \$500

(6 available)

Coffee service is always a popular gathering place – showcase your company!

- Signage with logo at each coffee service (am/pm)
- Eighth Page Ad in Printed Program.

Note: Art deadline Dec 1st.

MEDIA SPONSORS

Is your audience interested in biological farming, gardening, or regenerative grazing?

Join us as a media sponsor!

- In-kind trades available in exchange for print, web, newsletter, or radio advertising opportunities.

Printed Program Advertising

AVAILABLE A LA CARTE

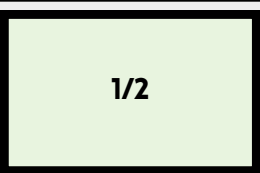

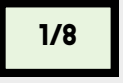
Even if you can't join us in person, promote your company in our conference program!

Ad Specifications:

- .jpg or .png accepted
- 300 DPI in color

PROGRAM AD DEADLINE: DEC 1ST



Format Guide	Program Ad Page Size	Dimensions for Print	Price a la carte	Included in Sponsorship Level	Bonus: Website Listing
	Full Page	7.5" w x 10" h	\$675	Sustainer & above	Linked Logo
	Half Page	7.5" w x 4.75" h	\$425	Pollinator	Business Name
	Quarter Page	3.5" w x 4.75" h	\$300	Cultivator	Business Name
	Eighth Page	3.5" w x 2.25" h	\$175	Coffee Break	Business Name