



AN INITIATIVE OF THE WALLACE CENTER AT WINROCK INTERNATIONAL

The Wallace Center at Winrock International invites you to sponsor the third National Good Food Network Conference, taking place March 27-30, 2018 in Albuquerque, New Mexico. The biennial National Good Food Network Conference is the only conference in the US with a focus on food hubs – the critical middle of the Good Food value chain. This year, we're gearing up for 500 food hub managers, staff and supporters to dig deep into the nuts and bolts of running hubs to enhance their triple bottom line impact. Moreover, we are expanding the focus to businesses and organizations that fill out the value chain and create robust, equitable regional food systems. Informative tours, substantial trainings, insightful workshops, and inspiring plenaries complement the rich networking and peer learning at our conference.

At the Wallace Center, we support entrepreneurs and communities as they build a new, 21st century food system that is healthier for people, the environment, and the economy. We do this by serving the growing community of civic, business and philanthropic organizations involved in building a new good food system. The National Good Food Network (NGFN) food hub community of practice is over 1600-strong, with participation from over 180 hubs that work directly with more than 9,000 farms. The National Good Food Network Conference is a central component of our technical assistance programming.

The 2016 Conference, held in Atlanta, Georgia was attended by over 400 food systems practitioners. The Conference underscored the importance of optimizing food hub business performance for a sustainable, equitable regional food systems, while simultaneously highlighting the importance of a viable value chain. The real stars of the Conference were the speakers and 'Curbside Consultants' who shared their expertise in over 50 different workshops and over 100 one-on-one coaching sessions, highlighting approaches in food hub management and operations including food security, strategies for sustainable agriculture, food safety, business planning, and more.

Participant feedback was extremely positive and confirmed the need for hubs, supporting institutions, foundations, and advocates to continue to work together on solutions for developing local food systems. Post-conference surveys indicated that participants made over 1,350 new contacts where the parties intended to follow up after the conference – truly an effective peer and expert networking event.

In 2018, the National Good Food Network Conference aims to build upon this momentum in connecting food hub operators and Good Food value chain practitioners with each other, and with the most innovative tools and resources available. But we can't do it without you! Please consider becoming a *2018 National Good Food Network Conference Sponsor*. Join us in creating a Conference which will leave a lasting impact on the growth and development of regional food systems and food hubs across the country.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Fisk".

John Fisk, Ph.D.

Director, Wallace Center at Winrock International



The 2018 National Good Food Network Conference, presented by the Wallace Center at Winrock International, will gather 500 food hub managers, staff and supporters from the full Good Food value chain for engaging presentations, technical assistance trainings, networking, and peer-learning opportunities. Innovators from the trenches will present sessions that focus on key functions of food hubs and value chains that create thriving regional food systems, including hub management, technology, feasibility studies and business planning, financing, challenges and opportunities for various markets such as retail, on-line, farm to school and other institutions, public health and food security impacts, and the cross-sector partnerships that enable food hub and food system vitality.

This down-to-business, nuts and bolts conference will empower the diverse actors who together are forming a robust “good food” system. Our previous conferences (Chicago 2012, Raleigh 2014, Atlanta 2016) were consistently lauded for assisting the quality and efficiency of the work of food hub managers and staff, technical assistance providers, public agency representatives, community organizations, funders and investors (see more at <http://bit.ly/ngfnconfvid>).

Help to make this year’s gathering a success! By becoming a sponsor, you will benefit from wide exposure through recognition in printed materials and on our website, while endorsing your commitment to supporting healthy regional food systems across the United States. Sponsor the National Good Food Network Conference and get your message out to a rapidly growing audience of good food practitioners and advocates!

SPONSORSHIP COMMITMENT

Organization name: _____

Contact name: _____

Organization address: _____

Phone number: _____ Email address: _____

Level of sponsorship (details on following page):

- Box (\$250)
- Case (\$1,250)
- Pallet (\$3,000)
- Truckload (\$6,000)
- Warehouse (\$12,000)
- Food System (\$25,000+, specify amount _____)

Complete this form and email it to Ellie.Bomstein@winrock.org. We will send an invoice via email for the amount committed. Feel free to email Ellie with your questions too!

Sponsorship Benefits

\$250 | Box Sponsorship

- Name recognition in printed convening materials

\$1,250 | Case Sponsorship

- Name recognition in printed convening materials and website
- 1 tour ticket

\$3,000 | Pallet Sponsorship

- Name and logo recognition in printed convening materials and website
- 1 conference ticket, including a tour
- Resource table for promotional materials

\$6,000 | Truckload Sponsorship

- Name and logo recognition in printed convening materials and website
- Acknowledgement during selected convening session
- 2 conference tickets, including tours
- Resource table for promotional materials

\$12,000 | Warehouse Sponsorship

- Name and logo recognition in printed convening materials and website
- Acknowledgement during selected convening session
- ¼ page advertisement in conference printed materials
- 3 conference tickets, including tours
- Resource table for promotional materials

\$25,000+ | Food System Sponsorship

- Acknowledgement during plenary introduction
- Name and logo recognition in printed convening materials and website
- ½ page advertisement in conference printed materials
- Invitation to a breakfast with key Food Hub Collaboration members and funders
- 4 conference tickets, including tours
- Resource table for promotional materials