



Farm to School:  
***Healthy Kids,  
Thriving Farms***

A REGIONAL CONFERENCE FOR SCHOOLS,  
CAMPS, PARENTS, STUDENTS, AND FARMS

**March 12, 2008**

**The Hagerty Center, Northwestern Michigan College, Traverse City**

*Help kids eat healthy, learn well,  
and connect to their community with locally grown foods!*

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## **Call for Sponsors**

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**Healthy Kids, Thriving Farms** is your opportunity to help increase the number of valuable farm-to-school connections happening across northwest Michigan—from cafeterias serving fresh local foods to children and farmers working together on school fundraisers.

**Healthy Kids, Thriving Farms** builds on the experiences of more than 30 schools in northwest Michigan. School cafeterias have added a dozen local farm foods to their menus, from apples to winter squash. And kids, parents, and teachers are *loving* the fresh tastes and new learning.

For example:

- Students at one Benzie County school ate five times as many apples when their school switched to local varieties grown for juicy eating rather than long-distance traveling.
- Twice as many kids showed up for school breakfast after the same school began providing healthier choices, including fresh local foods.
- Kids at schools in Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau Counties have met farmers, learned fun food facts, and even recommended local asparagus to their families after taste-tests at school!

**Healthy Kids, Thriving Farms** is a place for schools, students, farms, and parents to share their experiences and spread farm-to-school opportunities to more communities across the region.

**Healthy Kids, Thriving Farms** is hosted by the Michigan Land Use Institute and its organizing partner Traverse Bay Area Intermediate School District. The Institute helps northwest Michigan schools and farms connect for cafeteria sales, curriculum resources, fundraisers, and more.

**Help make this conference a great success!** Consider putting your organization's name and energy behind it as an honored sponsor of this exciting event.

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Please see the other side of this sheet for a range of sponsorship opportunities.

And for more information, contact coordinator *Diane Connors* at [diane@mlui.org](mailto:diane@mlui.org) or call 231-941-6584 ext. 16.

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# Sponsorship Opportunities

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## ■ Straight A Sponsor

The Straight A Sponsor is our official presenting partner in this major conference. For this elite sponsor, we will:

- ◆ Feature your logo prominently on the cover of the *Healthy Children, Thriving Farms* program booklet and other major presentation materials.
- ◆ Position your organization's display prominently with the main registration area so conference attendees recognize your support right as they enter.
- ◆ List your firm or organization in all news releases and promotional materials.
- ◆ Provide your organization with four complimentary registrations.
- ◆ Reserve a complimentary full page in our program booklet for your ad or message.
- ◆ Keep it exclusive! The conference will have only one Straight A Sponsor.

**Cost:** \$5,000

## ■ Championship Sponsor

Championship Sponsors play a major role in the conference's success. We will:

- ◆ Feature your firm or organization name prominently inside our program booklet and on other major presentation materials.
- ◆ Provide you with two complimentary registrations.
- ◆ Reserve a complimentary half-page in our program for your ad or message.
- ◆ Provide you with a prime exhibit location at the conference.
- ◆ Give you plenty of space, with only one other Championship Sponsor on the bill.

**Cost:** \$2,500

## ■ Honor Society Sponsor

Honor Society Sponsors attract sustained, appreciative attention. We will:

- ◆ Feature your firm or organization name in bold type in our program booklet.
- ◆ Provide you with one complimentary registration.
- ◆ Reserve a complimentary quarter-page in our program for your ad or message.
- ◆ Provide you with a complimentary exhibit location at the conference
- ◆ Put you in great company with just two other Honor Society Sponsors.

**Cost:** \$1,000

## ■ Golden Apple Sponsor

Golden Apple Sponsors help the conference reach schools, farms, and kids. We will:

- ◆ List your firm or organization in our program booklet.
- ◆ Provide you with one complimentary registration.
- ◆ Reserve a complimentary one-eighth page in our program for your ad or message.
- ◆ Provide you with a complimentary exhibit location at the conference.
- ◆ Put you in good company with up to four other Golden Apple Sponsors.

**Cost:** \$500

## ■ School Bell Sponsor

School Bell Sponsors spread the word about the opportunity to connect healthy kids and thriving farms. We will:

- ◆ List your firm or organization in our program booklet.
- ◆ Provide you with one complimentary registration.

**Cost:** \$250

## ■ Exhibits

Farmers and food companies! Show school food buyers and fundraiser groups the products you have that are just perfect for cafeteria meals or for homegrown alternatives to the typical "candy" fundraising sale. We're reserving special exhibit space for you. The cost includes one conference registration and a local foods lunch. Space is limited, so exhibits will be booked on a first-come, first-served basis.

**Cost:** \$50

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*Sponsorships are offered on a first-come first-served basis. Sponsors may choose to participate in all benefits or select from the relevant list.*

**Sponsorship deadline:  
January 30, 2008**

*Earlier confirmation, however, will ensure your organization or business name is included in pre-conference marketing.*

**For more information, contact coordinator  
Diane Conners at [diane@mlui.org](mailto:diane@mlui.org)  
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