



Farm to School:
***Setting the Table
for Wellness***

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

Monday, March 15, 2010

Grand Traverse Resort & Spa, Acme, Michigan

Call for Sponsors and Exhibitors

Setting the Table for Wellness is your opportunity to help increase the number of valuable farm-to-school connections happening across northwest Michigan—from cafeterias serving fresh local foods and children loving vegetables after growing them in school gardens to integrating farm-to-school strategies into wellness policies.

Setting the Table for Wellness answers the call of the 330 participants who packed the region's first farm-to-school conference two years ago to learn the experiences of more than 30 schools in northwest Michigan that have added a dozen local farm foods to their menus, from apples to winter squash. They wanted help with wellness policies, more time to network with each other, and continued access to practical tools, policies, and models.

So, this exciting new conference includes:

- Keynote speaker Tony Geraci, the dynamic and nationally known food service director of Baltimore Public Schools, who has students in classrooms designing their school's menu—and learning about nutrition and their community at the same time.
- New tools and resources, including a hot-off-the press K-12 garden curriculum tied to state teaching standards for easy adoption by teachers, a new manual for farms that want to sell to schools, and an updated regional farm-to-school Web directory of farms with product and educational opportunities.
- A special focus on integrating farm-to-school strategies into wellness policies so that this innovative programming isn't lost if one inspired food service director or teacher happens to leave.
- An entire afternoon of networking that will give school wellness champions—students, teachers, administrators, food service staff, school board members, parents, school nurses, and community members—time to brainstorm with each other and work on integrating farm-to-school strategies into wellness policies.

Setting the Table for Wellness is hosted by the Michigan Land Use Institute and its organizing partner, Traverse Bay Area Intermediate School District. MLUI 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 excellent event.

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

And for more information, contact coordinator Diane Connors at diane@mlui.org or call 231-941-6584 ext. 16.

Sponsorship Opportunities

■ 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. Showcase your educational opportunities, too! We're reserving special exhibit space for you. Education, health and other exhibitors are also welcome. 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: \$75 *Exhibit deadline is February 1, 2010*

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:
February 1, 2010**

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
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