



CONVENTION SPONSORSHIPS

DECEMBER 13-15, 2024

CHULA VISTA RESORT

1000 Chula Vista Way
Wisconsin Dells, WI 53965



UNITED TO GROW FAMILY AGRICULTURE



Wisconsin Farmers Union members have been gathering for the annual convention since 1930 (above) and that tradition continues today.



Want to connect with rural Wisconsin? Start here.

What: 94th Annual Wisconsin Farmers Union State Convention

When: Friday, December 13th to Sunday, December 15th

Who: Farmers, foodies, conservationists, and agriculture industry stakeholders

Where: Chula Vista Resort, 1000 Chula Vista Way, Wisconsin Dells, WI 53965

About Convention

Wisconsin Farmers Union is a member-driven organization committed to enhancing the quality of life for farmers, rural communities, and all people.

Our annual convention gives members from throughout the state a chance to gather together, set policy, and take the time to collaboratively envision the future we want for our farms and rural communities.

What to Expect

Approximately 300 farmers and rural allies join us each year for the convention. Our organization represents farmers of all sizes and types from throughout the state. Our members care about family farms, local food, conservation, and the future of rural Wisconsin.

Showcase your business or organization with an engaging and visible presence at the 2024 WFU Annual Convention!

**Questions? Contact Danielle: 715-382-6814
dendvick@wisconsinfarmersunion.com**

SPONSORSHIP PACKAGES



BARNRAISER \$5,000

Special mention at banquet

Social media shoutouts

Two tickets to Friday social

Top tier logo placement on
signage and website

Full-page program ad - 7.5x10*

Two registrations

Exhibit table



HARVESTER \$2,500

One ticket to Friday social

2nd tier logo placement on
signage and website

1/2 page program ad - 7.5x5*

One registration

Exhibit table



CULTIVATOR \$1,000

Name listed on convention
signage and website

1/4 page program ad - 3.75x5*

One registration

Exhibit table



SEEDSAVER \$500

Name listed in program

One registration

Exhibit table

***Send logo and convention program ad (if applicable) to dendvick@wisconsinfarmersunion.com by Nov. 17th.**



TRADESHOW

The exhibitor area is adjacent to the silent auction and snack area, ensuring lots of traffic and chances for connection with attendees.



NETWORKING

Meet hundreds of farmers and citizens from across Wisconsin throughout this engaging 3-day event!

WEEKEND AGENDA

FRIDAY

- Groundswell Event
- Evening Fundraiser & Dinner

SATURDAY

- Convention Reports
- Keynote Speaker
- Awards Luncheon
- Workshops
- Bylaws & Policy Discussion
- Banquet & Entertainment

SUNDAY

- Election
- Policy Discussion Wrap-up

While exhibitors are welcome to set up for all three days, peak traffic is from Saturday morning into Sunday morning.

NEW!

Convention Meal & Break Sponsors



Nourish convention-goers and win their hearts (and stomachs) with these fun new sponsorships that will include shout-outs and high visibility throughout the weekend:



"It's 5am, Where's the Farmer Fuel?"
Weekend Coffee Sponsor
\$1,000



"First Bacon, then Policy"
Breakfast Sponsor
2 available
\$3,500



"Am I Hangry Or Is It Snack Time" Sponsor
3 available
\$500



"Say No to Iceberg Lettuce"
Lunch Sponsor
3 available
\$3,500



"Steak > Fish Sticks"
Banquet Sponsor
2 available
\$5,000



"Death By Dessert"
Sweets Sponsor
3 available
\$2,000



"Am I Old Or Is It Loud In Here?" Saturday Night Band Sponsor
\$1,500



"Cheers After Chores"
Saturday Social Beer Sponsor
\$1,500





Sponsorship FAQs

Questions? Contact Danielle at 715-382-6814
or dendvick@wisconsinfarmersunion.com.

EXHIBIT HALL HOURS & SET-UP

Convention registration begins at 11am on Friday; however, most of the activity in the exhibit hall happens Saturday. We encourage exhibitors to set up on Friday or Saturday morning to get the most out of the experience; however, you're welcome to set up and tear down whenever best fits your schedule. You are not required to stay through the end of convention on Sunday.

We encourage you to mingle and enjoy some of the convention programming, too!

Recommended booth set-up times are:

Friday, December 13th, 10:00-11:30am

Friday, December 13th, 4:30-5:30pm

Saturday, December 14th, 7:30-8:30am

CHECK-IN & PARKING

Please check-in at the registration table in the Convention Lobby to receive your name badge. The exhibit hall is located in Room I, just beyond the Chula Vista hotel check-in area. You can temporarily park at the main hotel door and unload from there. You can also park in the convention center lot, but it's a longer trek to the exhibit hall from that side of the building.

LODGING

Lodging is available onsite at Chula Vista Resort, with rooms starting at just \$90 per night. To reserve a room, call 855-923-8144 and reference code **K23982** (WI Farmers Union) before *November 30th*. The hotel address is 1000 Chula Vista Way, Wisconsin Dells, WI 53965.

SPONSORSHIP DEADLINES

Due to increased interest in exhibit hall space and our desire to make sure convention sponsors experience heightened visibility, we are implementing a sponsorship deadline this year. Please confirm your sponsorship and send your logo to dendvick@wisconsinfarmersunion.com by **October 15th** to guarantee full benefits. No new sponsors will be accepted after **November 17th**. *Print ads for the convention program are also due by November 17th.*



Please confirm your sponsorship by **October 15th** to guarantee full benefits
Sponsorship deadline is November 17th.

2024 CONVENTION SPONSORSHIP

Organization/Business Name: _____

Contact Person(s): _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Convention Sponsor

- Barnraiser \$5,000
- Harvester \$2,500
- Cultivator \$1,000
- Seedsaver \$500

Meal Sponsor

I would like to sponsor the following meal or break:

- | | | |
|--|---|---------|
| <input type="checkbox"/> Farmer Fuel \$1,000 | <input type="checkbox"/> Desserts \$2,000 | \$_____ |
| <input type="checkbox"/> Breakfast \$3,500 | <input type="checkbox"/> Lunch \$3,500 | |
| <input type="checkbox"/> Snack Break \$500 | <input type="checkbox"/> Banquet \$5,000 | |
| <input type="checkbox"/> Saturday Band \$1,500 | <input type="checkbox"/> Social Beverages \$1,500 | |

Exhibitor Booth

Would you like an exhibit hall table? (Cost included with all sponsorships)

- Yes
- No

Will anyone be representing your business or organization at the conference? See sponsorship levels for number of complimentary registrations. Additional attendees may register separately as a general convention attendee at www.wisconsinfarmersunion.com/convention

- Yes
- No
- I don't know yet. Please follow-up closer to the event.

Attendee names for badges: (if known)

Auction Donation

- I'm interested in providing an item, gift certificate, or monetary donation for the fundraiser that supports the Farmers Union Camp program and facilities. *Items can be dropped off at the convention registration table or at the WFU offices in Chippewa Falls or Madison. Advance notice appreciated.*

Additional Meal Packages

Note that your sponsorship package may already include meal packages:

(Two included for the Barnraiser and one for all other levels). If you plan to have additional people at your booth space who will need meals, please indicate here:

Quantity of extra meal packages needed: _____ x \$75 each \$_____

Groundswell Conference

Mingle with WFU members as we explore the nuances of the ethanol conversation.

from noon to 4pm on Friday, December 13th. Tickets needed: _____ x \$35 each \$_____

Friday Night Fundraiser Tickets

Join us for a fun evening of networking and fundraising for Farmers Union Camp!

*Some sponsorship levels include ticket(s) already. Tickets needed: _____ x \$25 each \$_____

Please mail or email form to:

Wisconsin Farmers Union
c/o Danielle Endvick
117 W. Spring St. · Chippewa Falls, WI 54729
dendvick@wisconsinfarmersunion.com

***Send logo and program ad (if applicable) by November 17th.**
Questions? 715-382-6814

Total Due: \$_____

Method of Payment

- Check is included
- Please send an invoice