

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 memberdriven 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



\$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



SPONSORSHIP PACKAGES



\$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

1/4 page program ad - 3.75x5°

Exhibit table



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

- Flection
- Policy Discussion Wrap-up

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

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

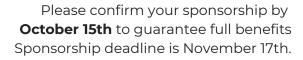
Please check-in at the registration table in the Convention Lobby to receive your name badge. The exhibit hall is located in Room I, just beyond the Chula Vista hotel check-in area. You can temporarily park at the main hotel door and unload from there. You can also park in the convention center lot, 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 send an invoice



dendvick@wisconsinfarmersunion.com

2024 CONVENTION SPONSORSHIP

		City:					
		City Email:			•		
		Meal Spons					
Convention Sponsor Barnraiser \$5,000		I would like to sponsor the following meal or break:					
Harvester	\$2,500 \$2,500						
Cultivator Seedsaver	\$1,000 \$500	☐ Farmer Fuel☐ Breakfast☐ Snack Break	\$3,500 \$500	☐ Banquet	\$2,000 \$3,500 \$5,000))	
Exhibitor B	ooth	☐ Saturday Ba	11G \$1,500	☐ 30clal beve	1 ages \$1,500		
Would you like	an exhibit hall t	able? (Cost includ	ded with all	sponsorships)			
☐ Yes ☐ No							
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Yes			Attendee names for badges:			(if known)	
☐ No ☐ I don't know	vet. Please folk	ow-up closer to th	e event.				
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supports the	e Farmers Unior	an item, gift certif n Camp program a WFU offices in Ch	and facilities	s. Items can be a	dropped off a	t the convention	
Additional I	Meal Packag	ges					
(Two included f	or the Barnraise	ackage may alre er and one for all o h space who will r	other levels)	. If you plan to ha	ave		
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Please mail o	r email form t	o:					
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	c/o Danielle Endvick ad (if applicable) by				Method of Payment		
117 W. Spring St. · Chippewa Falls, WI 54729 November 17th.					□ Check is	☐ Check is included	

Questions? 715-382-6814