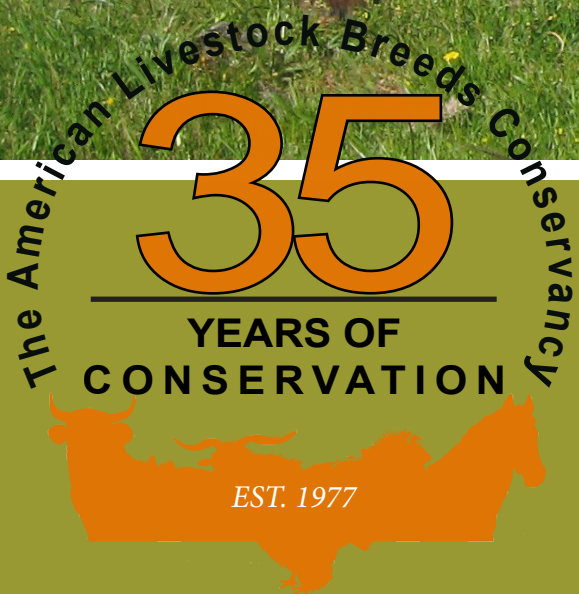


SPONSORSHIP OPPORTUNITIES

2012 ALBC ANNUAL CONFERENCE



**November 9-10
Cary, North Carolina**

THE AMERICAN LIVESTOCK BREEDS CONSERVANCY

We welcome your participation!

Help us celebrate 35 years of conservation success at the 2012 American Livestock Breeds Conservancy's Annual Conference. This year the conference returns to North Carolina, the state that has been home to the ALBC national office for almost three decades. Join us and other farmers, stewards, historians, agriculturalists, foodies, environmentalists, and conservationists, as we convene in Cary, North Carolina, November 9-10, 2012.

This year's conference is especially important because it's our 35th anniversary celebration. Since 1977, ALBC has been the pioneer organization in the United States working to conserve historic breeds and genetic diversity in livestock. Our many successes are a result of the many members and volunteers serving the ALBC mission in the field and on the farm. We are excited to hear our members' stories and to share in the reminiscing of 35 years of conservation in action.

As we finalize our schedule and programming for this year's conference, we encourage you to be a part of this historic celebration. Our audience is receptive to your message, and they want to hear from you! Share your voice and brand with this committed group of concerned and active citizens in the farming and conservation communities.

If you have never attended an ALBC conference, consider making this your first. This is a wonderful opportunity to meet ALBC members, supporters, and staff and to learn from leaders in the agricultural, sustainable, and rare breed fields. For those attending your first conference, the event begins with pre-conference clinics which will take place Friday, November 9th. These clinics allow attendees to enjoy in-depth, hands-on studies on specific topics.

The conference officially begins Friday evening with a rare breed dinner and the announcement of the Annual Conservation Award winner. Enjoy networking with other members while tasting rare breed products.

Saturday is a full day of conference sessions for learning and networking. Two plenary sessions are offered along with a series of lectures and seminars where attendees can choose which topics fit their interests. Lunch and dinner on Saturday allow more time for networking, poster sessions, a Silent Auction, and more.



Why heritage breeds?

Heritage animals once filled the horizons of America's pastoral landscape, but today these breeds are in danger of extinction. The American Livestock Breeds Conservancy (ALBC) recognizes 189 breeds that are endangered, and over 60 that are critically endangered. In fact, some of the breeds ALBC conserves are more endangered than Siberian tigers and other exotic species. The reason for this loss of breeds is that modern agriculture has changed and favors the use of just a few specialized breeds. Traditional breeds have fallen out of favor and given way to more "improved" breeds.

The challenge we face as a nation and as an agricultural community is that heritage breeds are a reflection of genetic diversity. If we lose breeds, we lose genetic diversity. Many will ask, "So what, why does genetic diversity matter?" The simple answer is that our agriculture system is like a stock portfolio. If we invest all of our currency in a limited number of breeds, we are at risk of losing all of our investments. If we embrace diversifying the agricultural portfolio through rare breed conservation, our assets are diversified. If a disease were to strike a certain strain or breed, or if climate changes were to affect a particular line – heritage breeds provide the genetic diversity needed to fall back on.

food security
agricultural diversity
supporting small farms
genetic conservation
historic preservation



North Carolina, 2007



New York, 2010



Kansas, 2011



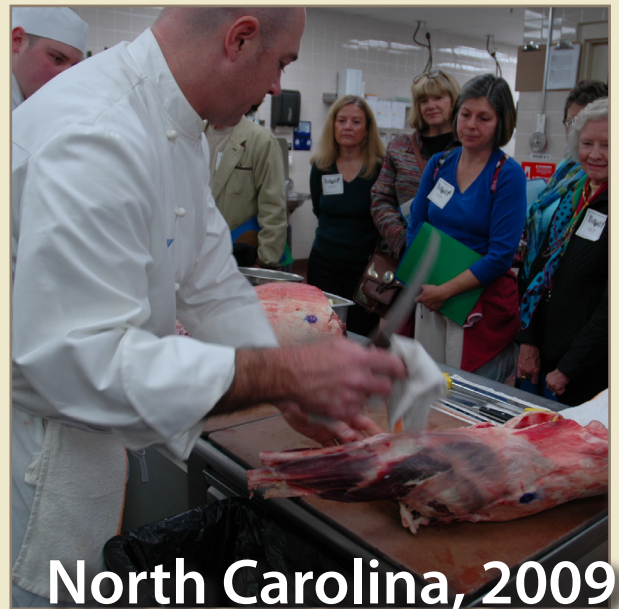
Indiana, 2006



Colorado, 2005



Michigan, 2008



North Carolina, 2009

Want your business or organization to be a part of this year's ALBC conference activities? You'll quickly find that ALBC members and conference attendees are active, passionate, and enthusiastic when it comes to farming, rare breeds, sustainability, food security, and conservation. Our attendees' level of involvement and engagement will allow your message to be shared far and wide to a core audience of sustainably-minded stewards.

Our goal is to help you share your message in a way that makes sense for your needs. If you don't see a package here that fits your needs, or if you have additional requests, please let us know. We'd be happy to work with you to design a package that fits your objectives and budget.

TITLE SPONSOR: \$10,000

- Your organization listed as an event sponsor of the Friday night kick-off meal featuring rare breeds or the Saturday evening rare breed meal
- Five - 1-year ALBC memberships
- Your organization listed in the conference brochure as a title sponsor
- Your organization listed prominently on the ALBC website as a title sponsor
- Recognition on conference posters and signage as a title sponsor
- Exhibition space at the conference, if needed
- Four complimentary conference registrations that include all provided meals
- Recognition during the conference and banquet
- Recognition in the *ALBC News* and press releases
- Sponsor-supplied banner displayed at banquet and conference
- 1 free 1/2 page, four color ad in the *ALBC News*
- 1 free banner ad in the ALBC E-news
- Recognition in ALBC's social media outlets
- Inclusion of sponsor-supplied promotional or educational materials in conference packets
- Opportunity to speak at opening or closing plenary session
- Opportunity to introduce a workshop/speaker
- Logo displayed on screen during programs

CONSERVATION STEWARD: \$5,000

- Three- 1-year ALBC memberships
- Your logo in the conference brochure
- Your logo prominently displayed on the ALBC conference website
- Recognition on conference posters and signage
- Three complimentary conference registrations that include all provided meals
- Recognition during the conference and banquet
- Recognition in the *ALBC News* and press releases
- Sponsor-supplied banner displayed at banquet and conference
- 1 free 1/4 page, four-color ad in the *ALBC News*
- 1 free banner ad in the ALBC E-news
- Recognition in ALBC's social media outlets
- Inclusion of sponsor-supplied promotional or educational materials in conference packets
- Opportunity to introduce workshop/speaker
- Logo displayed on screen during programs



Sponsor Benefits	Title Sponsor(s)	Conservation Steward	Master Breeder	Breed Supporter	Workshop Supporter	Hobby Farmer
	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250
Complimentary ALBC Membership(s)	5	3	2	1	-	-
Logo in conference promotional brochure	X	X	X	X	X	X
Logo placement on ALBC conference webpage	X	X	X	X	X	X
Recognition on conference signage	X	X	X	X	X	X
Complimentary conference registration(s)	4	3	1	-	-	-
Recognition in the <i>ALBC News</i>	X	X	X	X	X	X
Sponsor-supplied banner displayed at banquet	X	X	-	-	-	-
1 free ad placement in the <i>ALBC News</i>	1/2 page ad	1/4 page ad	1/4 page ad	business card size	-	-
Logo displayed on screen during programs	X	X	X	X	X	-
1 free banner ad in the <i>ALBC E-news</i>	X	X	X	-	-	-
Recognition of sponsor in ALBC's social media outlets	X	X	X	X	X	-
Inclusion of sponsor-supplied promotional materials in conference packets	X	X	X	-	-	-
Opportunity to introduce a workshop and speaker	X	X	-	-	-	-
Opportunity to speak during the opening or closing plenary session	X	-	-	-	-	-
Exhibition space at conference	X	-	-	-	-	-
Friday night event titled in honor of sponsor	X	-	-	-	-	-

SPONSORSHIP LEVELS CONTINUED

MASTER BREEDER: \$2,500

- Two– 1-year ALBC memberships
- Your logo in the conference brochure
- Your logo prominently displayed on the ALBC conference website
- Recognition on conference posters and signage
- One complimentary conference registration that includes all provided meals
- Recognition during the conference and banquet
- Recognition in the *ALBC News* and press releases
- 1 free 1/4 page, four-color ad in the *ALBC News*
- 1 free banner ad in the ALBC E-news
- Recognition in ALBC's social media outlets
- Inclusion of sponsor-supplied promotional or educational materials in conference packets
- Logo displayed on screen during programs

BREED SUPPORTER: \$1,000

- One– 1-year ALBC membership
- Your logo in the conference brochure
- Your logo displayed on the ALBC conference website
- Recognition on conference posters and signage
- Recognition during the conference and banquet
- Recognition in the *ALBC News*
- 1 free 1/8 page, four-color ad in the *ALBC News*
- Logo displayed on screen during programs

WORKSHOP SUPPORTER: \$500

- Your logo in the conference brochure
- Your logo displayed on the ALBC conference website
- Recognition on conference posters and signage
- Recognition during the conference and banquet
- Recognition in ALBC's social media outlets
- Recognition in the *ALBC News*
- Logo displayed on screen during programs
-

HOBBY FARMER: \$250

- Your logo in the conference brochure
- Your logo displayed on the ALBC conference website
- Recognition on conference posters and signage
- Recognition during the conference and banquet
- Recognition in ALBC's social media outlets
- Recognition in the *ALBC News*



“Your conference and the Dairy Processing 101 seminar ranked a ‘10’ in my book, in professionalism, educational value and even enjoyment!”
June Bartos,
2010 Conference



“ The folks at your conference seem to be very sincere about their interests and in so many cases have translated those interests to actions that deliver benefits to many.”

Parker Bosley,
2007 Conference

OTHER OPPORTUNITIES

SPONSOR A MEAL

Frequently a chef, farm, or organization will sponsor one of the rare breed meals featured at the conference. This is an opportunity to showcase your products, talents, or mission in front of a very receptive and engaged audience. Meal sponsorships can be anything from sponsoring a morning coffee break to providing all of the products for an evening meal. For more information about sponsoring a meal, contact albc@albc-usa.org.

PROVIDE A SILENT AUCTION ITEM

ALBC hosts a silent auction during its annual conference. Silent auction items are prominently displayed throughout the daily events. Silent auction providers can include business cards and flyers with donated items. This is a great way for organizations and farms to support the conference.

MEAT OR PRODUCE DONATION

Many members and organizations donate food products to the annual conference. Evening meals feature rare breeds, and ALBC relies on its membership to provide these animals. For more information on providing meat/produce donations, contact albc@albc-usa.org.



Conference Highlights

Workshops with industry and field experts, as well as practical application and insight from farmers .

Meals featuring rare breed products and regionally-raised foods.

Poster session featuring posters and discussions with ALBC member farmers and associations.

PO Box 477
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919-542-5704

www.albc-usa.org

ALBC ANNUAL CONFERENCE

2012

SPONSORSHIP OPPORTUNITIES

The American Livestock Breeds Conservancy
PO Box 477
Pittsboro, NC 27312
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