



# ANNUAL EVENT 2024: GROWING A THRIVING WORLD

**SPONSORSHIP BROCHURE**



DATE

23rd - 24th April, 2024

LOCATION

Capital C, Amsterdam

EVENT PORTAL

[Cool Farm Annual Event](#)



## Introduction

# Firstly, thank you for your support.

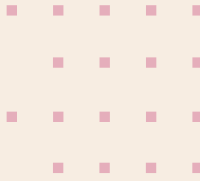
Join us at the Cool Farm Annual Event 2024: Growing a Thriving World in Amsterdam.

As a valued supporter, you will cultivate knowledge through enriching discussions, inspire change by sharing impactful experiences within the Cool Farm Alliance, encourage innovations through connections with global sustainability leaders, and enable conversations that shape the future of farming. With enhanced networking opportunities and a creative hub setting, your support ensures a transformative in-person experience over two unforgettable days.

Thank you for being a vital part of this exciting journey!



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Click on the title to jump directly to the page.



Unlock more by clicking on this icon scattered across various pages.

ALL DELEGATES MUST PURCHASE TICKETS FORENTRY TO THE EVENT.

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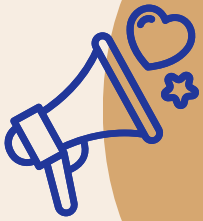
EVENT PORTAL



[Cool Farm Annual Event](#)

**Why support**

# Unlocking perks.



## Boost brand awareness and recognition

Sponsoring our annual event provides prominent brand exposure to a relevant audience, enhancing visibility and recognition within the regenerative agriculture community and associating your brand with support for advancements in regenerative practices.



## Demonstrate your commitment to regenerative agriculture

Support our event to tangibly demonstrate your dedication to regenerative agriculture, signalling active involvement in the sustainable practices movement and aligning your brand with like-minded individuals and organisations.



## Align your mission with the bigger picture

Align your brand's mission with creating a healthier planet and resilient food systems by sponsoring our annual event, signifying a commitment beyond short-term gains to the long-term sustainability and well-being of our environment and communities.

**Core sponsorship  
packages**



# Unveiling packages...



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# 1x Platinum.



£12,000

Bespoke to this package:

- Website Profile (Cool Farm + event portal)
- 1x Event Ticket
- Logo visibility on Registration & Confirmation email, Annual Report & Impact Report
- Logo on agenda (across two days)
- Innovation Showcase / Networking branding (across two days)
- 2-day screen presence (logo)
- Learning Portal session
- 2 pulse survey questions

- Q&A / blog feature to repurpose in newsletter, website and social media
- E-shots to 600+ individual members and 3k+ individuals (pre and post event)
- 1-min spotlight interview video hosted on Cool Farm website, Learning Portal and You Tube
- Logo in event highlights video
- Event highlights video hosted on Cool Farm website, event portal, Learning Portal and You Tube
- Social Media Shoutouts (pre and post event)
- Listed on Cool Farm website + event portal (with backlink)

## What is the Learning Portal?

In collaboration with Future Food Movement, the [Learning Portal](#) is a space for Cool Farm Alliance members to upskill, be inspired and connect with peers on climate solutions. 05



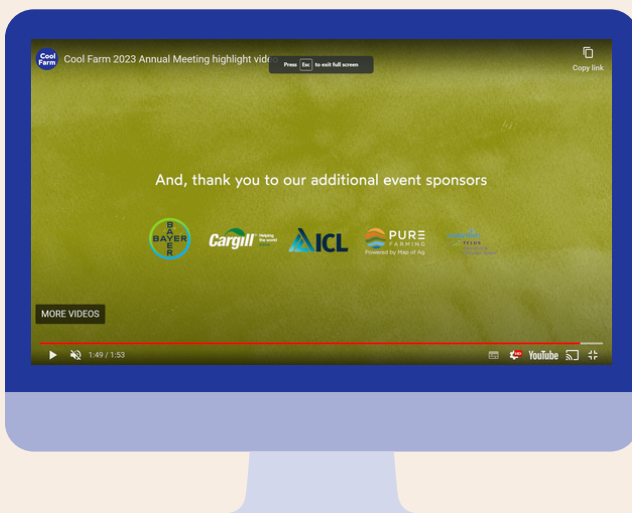
# 2x Gold.

£6,000

## Bespoke to this package:

- Q&A / blog feature to repurpose in newsletter, website and social media
- 1-min spotlight interview video
- 1-min spotlight interview video hosted on Cool Farm website, Learning Portal and You Tube

- E-shots to 600+ individual members and 3k+ individuals (pre and post event)
- Social Media Shoutouts (pre and post event)
- Listed on Cool Farm website + event portal (with backlink)
- Logo in event highlights video
- Event highlights video hosted on Cool Farm website, event portal, Learning Portal and You Tube



Click on the screen to view the 2023 highlights video

Remember: all delegates must purchase tickets for entry to the event.

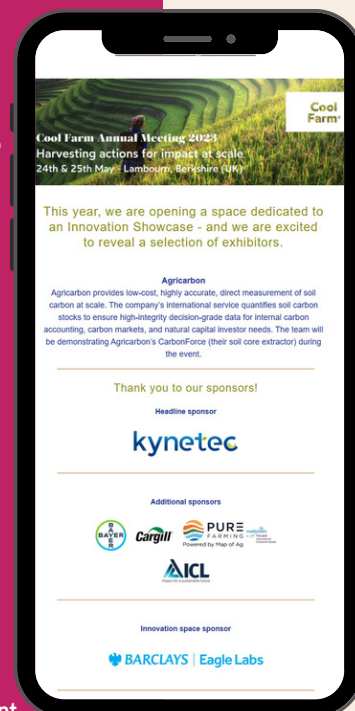
# 5x Silver.

£1,200

- E-shots to 600+ individual members and 3k+ individuals (pre and post event)
- Social Media Shoutouts (pre and post event)
- Listed on Cool Farm website + event portal (with backlink)
- Logo in event highlights video
- Event highlights video hosted on Cool Farm website, event portal, Learning Portal and You Tube



Click on the screen to see an example newsletter



Remember: all delegates must purchase tickets for entry to the event.



# Innovation Showcase



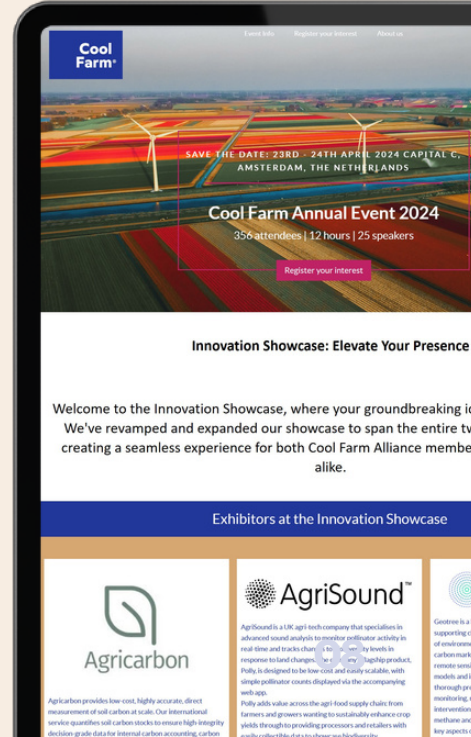
# 16x Innovation Spaces.

£2,400

Dedicated space to showcase your service / product across two-days. As well as:

- Logo on event portal
- Quote added to newsletters
- Logo + link added to newsletter
- Announcement on social media
- Exhibition space to showcase your service or product
- Access to membership data
- Follow-up email comms + social media

Example of logo placement on event portal



Remember: all delegates must purchase tickets for entry to the event.

## Additional packages

# One-off opportunities.



TV branding in breakout areas  
£600 per room  
(5 in total)



Welcome drinks  
£1,200  
1-minute speech with Richard Profit  
Provide your own products (TBC)



# Sponsorship summary

	Platinum	Gold	Silver
Website Profile	✓		
1x Event Ticket	✓		
Logo visibility Registration & Confirmation Annual Report & Impact Report	✓		
E-shots to 600+ members and 3k+ prospect members	✓	✓	✓
Q&A / blog feature	✓	✓	
Social Media Shoutouts	✓	✓	✓
Sponsor acknowledgement + website link	✓	✓	✓
Listed on Cool Farm website + event portal	✓	✓	✓
Email & Social Media continuous engagement	✓	✓	✓
Logo on agenda	✓		
Innovation Showcase / Networking branding	✓		
2-day screen presence (logo)	✓		
1-min video product / spotlight interview	✓	✓	
Blog feature + newsletters and social media promo	✓	✓	
Learning Portal session	✓		
2 pulse survey questions	✓		
Logo in event highlights video	✓	✓	✓
1-min video on You Tube Channel	✓	✓	✓
Follow up emails & post-event e-shot	✓	✓	✓



Contact us

Cool Farm™



# Information on how to make a sponsorship commitment



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