



BECOME A FARM SPONSOR

FARM's 2010 Gathering will be Thursday, October 7th through Sunday, October 10th at the Holiday Inn Bolingbrook, in Bolingbrook, Illinois.

Each year we put on a 3-day conference where folk and acoustic music lovers gather to meet, talk, learn from, dance and sing for each other and together. Folk music concert and festival presenters, DJs, performers, educators, as well as those who provide products and services to these folks will come together in the spirit of helping to bring attention to this truly grassroots genre. FARM prides itself in representing the many diverse faces of our Midwest folk community and does it all with the help of folks like you who generously sponsor our organization.

If you are considering becoming a FARM Gathering Sponsor for 2010 we THANK YOU. There are many levels to choose from and all offer valuable benefits detailed below. Please see the attached pages for options.

GOLD SPONSOR LEVEL (FOR WORKSHOP SUPPORT) - \$750

Interesting, relevant workshops are a vital part of FARM's Annual Gathering. Each year, we work to meet attendees' expressed needs and respond to their comments from previous years. Some 12 workshops make use of the specific experience and expertise of presenters and panel members and allow for open discussion and information sharing among peers. A Major Sponsor for Workshop Support provides subsidies for presenters to make their attendance possible and to express appreciation for their time and service.

BENEFITS:

- Individual or organizations will receive one free registration including meals (\$130 value) at the 2010 FARM Gathering (excludes room).
 - Logo and link to website on select pages of the FARM website (home page plus 2 others) for a period of 1 year.
 - Full page Advertisement (8 ½ x 11) in the FARM Gathering program book. (\$75 value)
 - Name mention with thanks at award presentations, and other gatherings such as two nights of Performance Lane and showcases.
 - One Free Tote Bag insert* (\$50 value)
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SILVER *FOLK TRADITION IN THE MIDWEST AWARD SPONSOR - \$500

The Annual Folk Tradition in the Midwest Lifetime Award is awarded at the annual FARM Gathering to a living individual who resides in the Midwest and whose involvement in the Midwest folk music and dance community has been exceptional over the years (see farmfolk.org for requirements). Your sponsorship of this award makes it possible for the recipient (or a representative) to attend the FARM Gathering free of charge so they may receive the award.

BENEFITS:

- Individual or organization's representative (one) may attend the FARM Gathering at no charge (excludes room and meals).
- Logo and link to website on the home page of the FARM website for a period of 1 year.
- Full page Advertisement (8 ½ x 11) in the FARM Gathering program book.
- Name mention with thanks at award presentation and other gatherings such as two nights of Performance Lane and showcases.
- One Free Tote Bag insert*



BRONZE LEVEL (LANTERN BEARER RECOGNITION SPONSOR) - \$250

The Lantern Bearer Recognition is given to an individual performer of folk music and/or dance who has contributed locally and regionally to folk performance arts and the folk music and dance community for 25 years or more. Your sponsorship of this award makes it possible for the recipient (or a representative) to attend the FARM Gathering free of charge so they may receive the award.

BENEFITS:

- Individual or organization's representative (one) may attend the FARM Gathering at no charge (excludes room and meals).
- Text link to website on home page of the FARM website for a period of 1 year
- Half page Advertisement (5.5 x 11) in the FARM Gathering program book.
- Name mention with thanks at award presentation and other gatherings such as two nights of Performance Lane and showcases.
- One Free Tote Bag insert*

NOTE: Sponsors of workshops, awards and recognitions do not have influence in the selection of workshop topics/presenters or in the selection of award/recognition recipients as a benefit of their sponsorships. Selections are made by specific committees using specific procedures and criteria. We trust that sponsors will support the work of these committees and the procedures and criteria established by the FARM Board of Directors.

FRIEND OF FARM SPONSOR - \$100

The FARM Annual Gathering is organized for free by volunteer board and committee members, but many costs—such as printing, refreshments and incidentals—must be covered. Also, expenses such as communications/ mailing are incurred by FARM board members and committees throughout the year. Friends of Farm Sponsors help to cover these varied costs that make the Annual Gathering and day-to-day organizational activities possible.

BENEFITS:

- Logo and link to website on home page of the FARM website
- 1/4 page Advertisement (4.25 x 5.5) in the FARM Gathering program book.
- One free tote bag insert (to be provided by sponsor*)

*TOTE BAG INSERTS: Sponsor must provide enough of one item (i.e. postcard, bumper sticker, brochure, pens or other promotional material) to fill all bags.

We will welcome changes and negotiations that better meet sponsor needs within the above parameters.

ARTWORK for logo should be sent to the above address or emailed to anniecapps@gmail.com as soon as possible for inclusion on mailings. Artwork via snail mail for advertisement and/or copies of your brochure or catalog, if applicable, should be received by no later than September 15th, and sent to:

Annie Capps
P O Box 329
Chelsea, MI 48118



Honorable Mention - \$ _____ (\$25 or more)

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We welcome your contributions of any amount. If you prefer just a small contribution starting at as little as \$25 we'll list you in our program.

FOR MORE INFORMATION, SEND AN EMAIL TO anniecapps@gmail.com

If you wish to become a FARM Sponsor, send a check to:

Annie Capps, FARM President

P O Box 329

Chelsea, MI 48118