



Cornell Cooperative Extension
South Central NY Dairy and Field Crops Program



Succession Planning Kickoff Seminar for Farm Businesses
December 14th, 2018, Syracuse, NY
Company Support Opportunities

The Cornell University PRO-DAIRY program, the South Central NY Dairy & Field Crop Team, Central New York Dairy & Livestock Team, NY FarmNet, and Cornell Cooperative Extension of Onondaga and Herkimer Counties are excited to be hosting the 2nd annual **Succession Planning Kickoff Seminar for Farm Businesses** on December 14th, 2018, in Syracuse, NY. The conference was a success in its first year, this past January held in Batavia, NY. We have planned a great program for this year and are hoping to get even greater attendance from producers and allied industry.

This year's conference will focus on addressing the challenges surrounding succession planning for farm businesses, including tax, legal and estate implications, family communication, and financial issues. Some of the speakers include Steve Walker, Esq., Erica Leubner, MSW, of NY FarmNet, and John Lehr of Farm Credit East. In addition, a diverse panel of producers will share their experiences around business transition.

I am writing to see if you would be interested in sponsoring this exciting conference. Sponsorship opportunities and details are presented on the next page. If you have questions about the content of the program please contact Anna Richards, Dairy Business Management Specialist with Cornell PRO-DAIRY at ar746@cornell.edu or (518) 312-1262.

Please respond by Friday, Nov. 30, 2018, for the best display space and recognition in the conference proceedings, or to be included in the marketing material mailing, Friday, Oct. 19, 2018. Sponsorship can be sent to: CCE Herkimer County, c/o Veronique Storms, 5657 NY 5, Herkimer NY 13350, or online at https://cnydfc.cce.cornell.edu/sponsor_event.php?event_id=753

Thank you.



The Succession Planning Kickoff Seminar for Farm Businesses is presented by the Cornell University PRO-DAIRY program, the South Central NY Dairy & Field Crop Team, Central New York Dairy & Livestock Team, NY FarmNet, and Cornell Cooperative Extension of Onondaga and Herkimer Counties. Sponsoring the conference is an opportunity to be an integral part of this annual event. Contribution levels are outlined below.

Platinum Level - \$1000

- ❖ Exhibit space*
- ❖ 3 complimentary conference registrations
- ❖ Logo recognition in conference proceedings
- ❖ Logo recognition with website link and contact information on conference website
- ❖ Logo recognition on signage at conference
- ❖ Logo recognition in PowerPoint at conference
- ❖ Full-page ad in conference proceedings**

Silver Level - \$500

- ❖ Exhibit space*
- ❖ 1 complimentary conference registration
- ❖ Company name recognition in conference proceedings and on conference website
- ❖ Company name recognition on signage at conference
- ❖ Logo recognition in PowerPoint at conference
- ❖ Quarter-page ad in conference proceedings**

Gold Level - \$750

- ❖ Exhibit space*
- ❖ 2 complimentary conference registrations
- ❖ Company name recognition in conference proceedings and on conference website
- ❖ Company name recognition on signage at conference
- ❖ Logo recognition in PowerPoint at conference
- ❖ Half-page ad in conference proceedings**

Bronze Level - \$250

- ❖ 1 complimentary conference registration
- ❖ Company name recognition in conference proceedings and on conference website
- ❖ Company name recognition on signage at conference
- ❖ Logo recognition in PowerPoint at conference
- ❖ Quarter-page ad in conference proceedings**

Logo

High resolution (200DPI or higher) company logo should be emailed in .jpg or .eps format to no later than Friday, Nov. 30, 2018. If products are mentioned, logo should also clearly illustrate company name.

*** Exhibit Space**

Exhibit space dimensions are approximately 8' wide by 6' deep and include a skirted 6' table, back drape, side rail, 2 chairs, identification sign, and standard electric (upon request).

- ❖ Exhibit space is limited and will be pre-assigned by conference staff.
- ❖ Exhibits should be installed so they will not project beyond the space allocated and will permit a clear view from booth to booth.
- ❖ One electrical outlet (120 volt) is provided upon request.
- ❖ Exhibits may be set up after 8:00 am.
- ❖ Exhibit space does not automatically register an individual for the conference and meals. Personnel managing the exhibit must register for the conference separately (may use complimentary registration included with sponsorship.)

**** Proceedings Ad**

All ads will be printed in black and white. Print-ready ads should be sent as a high quality PDF format to no later than Friday, Nov. 30, 2018.

Respond by, 11/30/2018, for best exhibit space availability and to be recognized in the conference proceedings.