



www.oragfest.com
Michele Ruby
michele@ruby-do.com
503.550.4765 (p)
503.892.8898 (f)

Where 7,500 Families Converge to *Touch, Taste and Experience* the Wonderful World of Oregon Agriculture



Oregon Ag Fest is a volunteer, nonprofit organization dedicated to educating the public about the importance of agriculture. We invite children and adults of all ages to experience the hands-on, interactive two-day, event that puts a face on Oregon agriculture, while we help folks learn where their food and fiber comes from.

We like to think of Ag Fest as an “Old-Fashioned Country Fair.” It’s a family event featuring an incredible array of agricultural information in a festive, interactive environment.

When

Saturday, April 28 2012 from 8:30 am–5 pm
Sunday, April 29, 2012 from 10 am–5 pm

Where

The Oregon State Fairgrounds in Salem, Oregon

Cost

Children 12 & under FREE; \$9.00 admission for 13 & over; FREE parking

Why

Some 98 percent of the U.S. population now lives in an urban world. More and more, families and children live their lives totally separated from the source of their food and fiber. Agriculture is increasingly challenged to help people learn that their food and their natural fibers still come from the same places it did one hundred years ago: FARMS! Oregon Ag Fest is a creative, family friendly, fun way to help bridge that gap and share the wonder and importance of Oregon’s bountiful and diverse harvest.

What

A large part of Ag Fest’s family appeal is that it is very inexpensive to attend and almost everything inside is completely free! This would not be possible without the generous support of our Ag Business partners.



Please consider sponsoring this year's Ag Fest, where the following educational and fun activities need your support.

Ag Country

EXPERIENCE agricultural production in a way that makes learning fun and offers kids hands-on activities like planting seedlings, digging for potatoes, watching chicks hatch and more! Ag Country is a replica of an old-time farming community featuring "buildings", created using painted cardboard—kind of like a kid's tree house, and containing many businesses, including the local Dairy Barn, Nursery and Garden Area, Country Store, Local Bank, and many other featured areas.

Petting Zoo

TOUCH "Nosey" the cow, goats, sheep, rabbits, pigs, chickens, and other farm animals, in addition to watching sheep being sheared.

Trade, Craft & Garden Show

TASTE Oregon products and enjoy more than one hundred booths showcasing and selling handmade goods, garden and landscape plants and much more.

Mini-Tractor Pedaling Contests

Little tykes will have fun pedaling mini-tractors around an indoor track.

Family Entertainment

Pony rides, clowns, face painting, wagon rides, food court treats, tractors, and live American Roots music are just some of the other attractions families will enjoy!

View Farm Equipment

Get up close and personal and look at some of today's most modern farm machinery including tractors, balers, windrowers, combines and other implements.

Old-Fashioned Ranch Breakfast

Start the day out right with a hearty breakfast, including hotcakes with local fruit toppings, ham, eggs, juice, coffee and milk, on Saturday, April 30, from 8:30-10:30 am. Cost is \$6 and all proceeds benefit local 4-H programs.





www.oragfest.com
Michele Ruby
michele@ruby-do.com
503.550.4765 (p)
503.892.8898 (f)



If We Don't Tell Our Story, *Who Will?*

Ag Fest has always been successful in keeping the message simple: knowing where your food comes from, and how it is produced makes everyone more informed. The bottom line is that without the agricultural community, none of us would eat.

One of Ag Fest's goals is to showcase local, farm fresh, and minimally-processed foods that have higher nutritional values and taste better. Sometimes people forget how much is involved in growing and harvesting agricultural products because they are so easy to come by—just walk into any grocery store, feed store, nursery or restaurant and you can purchase almost anything you want at any time of the year. Ag Fest offers folks a chance to reconnect with their roots, to learn that milk doesn't come from a carton and cereal doesn't grow in a box.



SPONSORSHIP BENEFITS

Each year Ag Fest attracts more than 17,000 visitors from across the state.

Help us grow this Ag Educational Event to reach even more families!

Sponsorship Level	Presenting	Premier	Partnering	Supporting	Official	Patron
Sponsorship Amount	\$15,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Prominent banner placement & logo on-site	✓					
Individual sponsor of onsite area*	✓					
Individual sponsor of onsite activity**	✓	✓				
Logo on all promotional materials	✓	✓				
Logo with bio & hyperlink on website	✓	✓				
Listed in select print & radio advertising materials	✓	✓	✓			
Mention in public relation materials	✓	✓	✓			
Distribution of promotional items at event	✓	✓	✓	✓		
Listed on select marketing materials	✓	✓	✓	✓		
Verbal recognition during Ag Fest	✓	✓	✓	✓		
Tradeshow booth space	✓	✓	✓	✓	✓	
Website recognition	✓	✓	✓	✓	✓	
Tickets to Old-Fashioned Ranch Breakfast	10	8	6	4	2	2
Tickets to Ag Fest	10	8	6	4	2	2
Recognition at Ag Fest	✓	✓	✓	✓	✓	✓
Total value to sponsor	\$50,500	\$28,500	\$18,500	\$8,500	\$4,500	\$1,500

* Areas available for individual sponsorship include: Ag Country, Petting Zoo, Pony Rides and Trade Show

** Activities available for individual sponsorship include: Mini-tractor Pedaling Contest, Face Painting, Balloon Ties, Ag Country Entertainment Stage, Trade Show Main Stage, Ag Country Challenge, Parking, and Wagon Rides

Ag Fest is a 501(c)(3) nonprofit volunteer organization dedicated to educating the public about the importance of agriculture.



www.oragfest.com
 Michele Ruby
 michele@ruby-do.com
 503.550.4765 (p)
 503.892.8898 (f)