

Make Our Fans Your Customers!

Strolling of the Heifers

Brattleboro, Vermont, June 3-4-5, 2016



Dear Friend of the Stroll:

We can't believe it's been 15 years! Since the very first Strolling of the Heifers Parade in 2002, our annual June weekend packed with events has just gotten better and better, and has attracted enthusiastic fans to the mission of Strolling of the Heifers.

Stroll participants come from all over: our surveys indicate we have visitors from more than 400 different zip codes in all 50 states, and abroad. They number many tens of thousands, they fill the region's hotels and the guest rooms of their friends and relatives. When they come to Stroll Weekend events, they are engaged, receptive and eager to learn about your products and services.

With your sponsorship and your presence at the Stroll, you can turn our fans into your customers!

Sponsorship supports not only the weekend festival. Most importantly it brings vital support for our year-round activities in support of innovation and entrepreneurship among farm and food businesses, and workforce training that enables veterans and under-employed people to begin culinary careers.

Sponsorship has multiple benefits outlined in this brochure. We are happy to work with you to craft a sponsorship package that meets your needs. Space is limited, so please call or email us today to discuss the opportunities and benefits we can offer.

With all best wishes,



Orly Munzing
Founder & Executive Director
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SLOW LIVING SUMMIT: April 28-30 | **STROLL STREET FESTIVAL:** Fri., June 3 |
PARADE: Sat., June 4 | **SLOW LIVING EXPO:** Sat., June 4 | **FARMERS BREAKFAST:** Sun., June 5 |
TOUR DE HEIFER: Sun., June 5, 8 AM-4 PM | **FARM TOUR:** Sun., June 5

Much more information available online at: www.StrollingoftheHeifers.com



What we do

Our mission is to help sustain family farms by connecting people with healthy local food and with the people who produce it. In addition to the events of Strolling of the Heifers weekend, we present:

- The annual **Slow Living Summit**, a Brattleboro conference that gathers and connects people, businesses and organizations for a collaborative examination of key questions facing our world and our communities.
- **Windham Grows**, a “business hatchery” that encourages innovation and entrepreneurship at farm and food businesses and helps small farm/food businesses thrive from the startup through scale-up stages.
- The Strolling of the Heifers **Locavore Index**, which promotes the value of local farms and local foods by ranking the 50 states in terms of their commitment to local food, and receives national media attention.

Why sponsor Strolling of the Heifers?



Your sponsorship enables you to share your brand, products and services with the many thousands of people who attend our events. In addition, you will receive a number of other direct benefits, as listed in the Sponsorship Opportunities & Benefits chart in this flier.

With a Strolling of the Heifers event marketing package, your organization will profit from:

- Multiple opportunities to **expose your brand** through:
 - Direct engagement with Stroll weekend participants
 - Strolling of the Heifers marketing and public relations outreach program
 - Association with the renowned and positive public image of Strolling of the Heifers, as portrayed in widespread media exposure
- **Recognition of your brand** as a supporter of sustainable agriculture, local food, renewable energy, green building and healthy living practices
- **Additional benefits** as outlined in the Sponsorship Opportunities & Benefits chart

With the help of generous annual sponsors, the Strolling of the Heifers Weekend, Slow Living Summit, Windham Grows and the Locavore Index are made possible. Please support our mission and ensure the continuation of these dynamic community-building events by confirming your sponsorship today.



The 2016 Events



The 6th Annual Slow Living Summit

April 28-30

A conference about how people, communities, businesses and organizations can thrive by being more mindful, reflective, co-operative, sustainable and resilient. Slow Living means becoming more strongly connected to the land, our communities and our neighbors. The 2016 Summit focus: farm and food system entrepreneurship.



Stroll Street Festival

Friday, June 3, 2016, 5:30-8:30 p.m.

An agricultural Mardi Gras on Main Street with culinary competition, Gallery Walk, music, food and fun.



The World-Famous Strolling of the Heifers Parade

Saturday, June 4, 2016 — 10 a.m. sharp

Our signature event, attracting a huge crowd. This unique, whimsical, peaceful version of the Running of the Bulls features scores of lovable, well-groomed and decorated heifer calves led by future farmers, along with many cows, oxen, horses, goats, llamas, chickens, floats, tractors, bands, clowns, and much more.

Slow Living Expo

Saturday, June 4, 2016 — all day

An 11-acre festival featuring food, entertainment, animals, demonstrations, cheese village, craft show, forestry exhibit, healthy living village, energy pavilion, music, dancing & family fun. The Expo spotlights and invites vendor participation related to:

- Local agriculture and healthy, locally produced foods and fibers
- Wellness and healthy lifestyles
- Renewable energy resources of all kinds
- Sustainably operated retail and manufacturing
- Local and regional art, crafts, entertainment and education
- Green building construction and renovation resources



Farmers Breakfast at the Marina

Sunday, June 5, 2016 — 9 a.m.-1 p.m.

A bounteous feast featuring local, regional and organic foods



Tour de Heifer

Sunday, June 5, 2016 — 8 a.m.-4 p.m.

Vermont's most challenging (but highly scenic!) dirt road cycling event, with 15-mile, 30-mile and 60-mile route options, attracting hundreds of gravel-grinder cycling enthusiasts from all over the Northeast.

Farm Tour

Sunday, June 5, 2016 — 10 a.m.-3 p.m.

Educational visits to regional farms featuring special events, demonstrations and tours.



**Strolling
of the Heifers**

2016 SPONSORSHIP OPPORTUNITIES & BENEFITS

GENERAL WEEKEND SPONSORSHIP PACKAGES

VENDOR PACKAGES

DONORS

Weekend Presenting Sponsorship	Diamond Sponsorship	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship	Crystal Sponsorship	Patron Sponsorship	Supporting Sponsorship	Friday Street Festival Vendor	Friend of the Stroll
\$25,000	\$15,000	\$12,000	\$9,000	\$6,000	\$3,000	\$1,500	\$600	\$275	\$125	\$125+

Branding/Vending/Sampling Opportunities:

Exclusive branding as presenting sponsor of all Slow Living and Strolling of the Heifers Weekend events	√									
Custom-tailored brand and product exposure package	√	√	√	√	√	√				
Saturday Slow Living Expo: 10' x 10' vending/sampling spaces	4	3	3	2	2	1	1	1		
Friday evening Street Festival: vending/sampling opportunity	√	√	√	√					1	
Sunday Tour de Heifer: vending/sampling opportunity	√	√	√	√	√					

Generous advertising space and sponsorship credit:

Slow Living Summit: ad in program book (full page size: 4.75" W x 7.75" D)	Full page, back cover, color	Full page	Full page	1/2 page	1/4 page	1/8 page				
Stroll Weekend Program Book ad (full page size is 10.125" W x 9.875" D)	Full page, back cover, color	Full page, color	Full page	Full page	1/2 page	1/4 page	1/8 page	1/16th page		
Stroll Weekend Program Book listing in categorized vendor listing	√	√	√	√	√	√	√	√	√	√
Discounted rates for any additional advertising or color upgrade	√	√	√	√	√	√	√	√	√	√

Your sponsor or brand LOGO placed:

EXCLUSIVELY in all Stroll Weekend print ads, posters, rack cards; on front cover of Weekend Program Book; in all email blasts; at top of Program Book acknowledgments page; at top of post-weekend acknowledgments ad	√									
Tour de Heifer: on cycling route map	√	√	√	√	√					
Stroll website: text with logo on individual sponsor page (up to 200 words)	√	√	√	√	√	√				
Stroll website: in the rotating sponsor banner in the footer (150+ pages)	√	√	√	√	√	√	√			
Stroll website sponsor page	√	√	√	√	√	√	√	√	√	√

Mentions and listings of your sponsor or brand NAME:

EXCLUSIVELY in all radio advertising	√									
Stroll Facebook page	√	√	√	√	√					
Stroll Pinterest	√	√	√	√	√					
Stroll Tweets	√	√	√	√	√					
Parade MC and BCTV announcers	√	√	√	√	√					
Radio and TV interviews	√	√	√	√	√	√				
Stroll press releases, as appropriate	√	√	√	√	√	√				
Stroll email newsletters, as appropriate	√	√	√	√	√	√				
Stroll Weekend Program acknowledgments page	√	√	√	√	√	√	√	√	√	√
Post-weekend full-page "thank-you" ad	√	√	√	√	√	√	√	√	√	√

Your sponsor or brand BANNERS carried or displayed prominently:

EXCLUSIVELY at the head of the Parade	√									
Stroll Street Fair	√	√	√	√						
Slow Living Summit Events	√	√	√	√						
Tour de Heifer	√	√	√	√						
Slow Living Expo	√	√	√	√	√					
During the Parade (sponsor provides banner carriers)	√	√	√	√	√	√	√			
Parade VIP reviewing stand seats (2)	√	√	√	√						

Strolling by the Numbers

EVENT ATTENDANCE:

45,000

SPONSORS & VENDORS

400

ONLINE PAGE VIEWS:

260,114

EMAIL LIST SUBSCRIBERS:

7,114

FACEBOOK FANS:

5,900

ONLINE UNIQUE VISITORS:

62,161

POSTER DISTRIBUTION:

1,000

PARADE UNITS

81

PROGRAM BOOK

17,500

TWITTER FOLLOWERS:

833

RACK CARD DISTRIBUTION:

10,000

Recent Media Exposure

Arizona Republic
Associated Press
AZCentral.com
Bangor Daily News
Bennington Banner
Berkshire Eagle
BernieSanders.com
Brattleboro Community Television
Brattleboro Reformer
Burlington Free Press
Christian Science Monitor
Credit Union Times
Cronkite News
DailyKos.com
Deerfield Valley News
Ecowatch
Edible Boston
Facebook
Flickr
Four Legs & A Tail
Great Falls Tribune
Greenfield Recorder
Hartford Business
Huffington Post
iBrattleboro.com
Iowa City Press-Citizen
Keene Sentinel
Local Banquet
Manchester Journal
Montana Standard
Morning Ag Clips
National Center for Appropriate Technology
National Public Radio
New Hope
New York Observer
Oakland Press
Pinterest
Progressive Radio Network
Rolling Stone
Rutland Herald
Springfield Republican
Takepart.com
The Commons
Times Argus
Twitter
Valley News
Vermont Biz
Vermont Digger
Vermont Views
Vermont Public Radio
VermontBiz.com
VisitVermont.com
VT Digger
VTDigger.org
Washington Times
WAFF
WAMC
WCAX-TV Burlington
WKVT
WPTZ
WRSI
WTSA
WVEW - Brattleboro Community Radio
WYRY
YouTube

2015 Sponsors

Presenting Sponsor

Price Chopper
Rudi's Organic Bakery
Udderly Smooth
United Natural Foods Inc.
Windham Foundation

Diamond Sponsor

Commonwealth Dairy
BCTV
Brattleboro Reformer
100.3 FM & 1490 AM WKVT
MEDIA SPONSORS
Keene Sentinel
Local Banquet
Rutland Herald
93.9 & 105.1 The River
The Commons
Vermont Public Radio
VTDigger
WCAX TV
96.7 FM & 1450 AM WTSA
Hot Country 104.9 WYRY

Bronze Sponsors

Against the Grain
Aldi
Brattleboro Ford / Brattleboro Subaru
Brattleboro Savings and Loan
Brown Family Farm
Efficiency Vermont
Entera Artisanal Catering
Jouve North America
Key Bank
New Chapter
Rutland Herald
Sovernet
Super 8
The Marina
Triple T Trucking
Trust Company of Vermont
Vermont Smoke & Cure
World Learning

Silver Sponsors

Ben & Jerry's
Brattleboro Memorial Hospital
Brattleboro Retreat
C & S Wholesale Grocers, Inc.
Horizon Organic Dairy
LineSync Architecture

& hundreds of additional sponsors and donors!



Contact Information:

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