What started as an annual parade celebrating local farms and food producers, now supports year-round Strolling of the Heifers programs.

Each year after the heifers and thousands of enthusiastic fans return home, our devoted team goes to work supporting farm and food entrepreneurs, providing job training to underemployed community members, and connecting food producers and consumers.

Our mission - to strengthen the food and farm economy - is critical to providing access to local healthy food, creating jobs and growing local businesses.

More information at www.StrollingOfTheHeifers.com/sponsorship

Dear Friend of the Stroll:

Each year thousands of enthusiastic and engaged fans flock to the small town of Brattleboro, Vermont looking for new products and innovative solutions that align with their values.

The time-honored Strolling of the Heifers Weekend has gained a reputation as a showcase for forward thinking brands that support sustainable agriculture, local food, renewable energy, green building and healthy living practices.

Position your organization as a MOOver and shaker with your sponsorship and presence at the Stroll!

Your sponsorship directly connects you with tens of thousands of consumers eager to learn about your brand.

But, the impact doesn't stop there! We offer the opportunity to connect with our global fan base all year long.

We're excited to work with you to craft a sponsorship package that gives you optimal brand and product exposure at our events. Space is limited, so please call or email us immediately to discuss opportunities and benefits.

With best wishes,

Orly Munzing
Founder & Executive Director
Office/Cell: 802-258-7070
Email: orly@strollingoftheheifers.com
Online: www.StrollingOfTheHeifers.com

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2018 KEY SPONSORS

PRESENTING SPONSORS
Ben & Jerry’s
Brattleboro Memorial Hospital
Brattleboro Retreat
C & S Wholesale Grocers
FirstLight
Pete & Gerry’s Eggs
Price Chopper
Sandi Energy
Udderly Smooth
United Natural Foods Inc.

SPONSORS
The Commons
Vermont Public Radio
WCAX-TV
WVTV
WTTA
WRSI
WYRY

KEY MEDIA SPONSOR
BCTV
# 2019 Sponsorship Opportunities & Benefits

## General Weekend Sponsorship Packages

<table>
<thead>
<tr>
<th>Presenting Sponsor</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>$30,000</td>
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<td>$3,000</td>
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<td>$600</td>
<td>$275</td>
<td>$125</td>
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## Vendor Packages

### 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
- Friday evening Festival: vending/sampling opportunity
- Sunday Tour de Heifer: vending/sampling opportunity

### Advertising Space and Sponsorship Credit

- Slow Living Summit Program Book (full page size: 4.75" W x 7.75" D)
  - Full page, back cover, color
- Stroll Weekend Program Book (full page size: 10.125" W x 10.75" D)
  - Full page, back cover, color
- Stroll Program Book, sponsor level list
- Discounted rates for any additional advertising or color upgrade

### Logo Placement

- EXCLUSIVE placement in all Stroll Weekend print ads, posters, rack cards; front cover of Weekend Program Book; top of Program Book acknowledgements page and post-weekend acknowledgments ad; and all email blasts
- Tour de Heifer: cycling route map
- Stroll Website: text with logo on individual sponsor page (up to 200 words)
- Stroll Website: rotating sponsor banner on every page w/link (150+ pages)
- Discounted rates for any additional advertising or color upgrade

### Brand Mentions

- EXCLUSIVE placement in all radio advertising
- Stroll, River Garden and Slow Living Summit Facebook pages
- Stroll Tweets and other social media mentions
- Press releases and email newsletters
- Stroll Weekend Program, acknowledgments page, “Thank You” full page ad

### Brand Placement on Banners

- EXCLUSIVE placement on SOTH float at the head of the Parade
- Placement in UNIT ONE in Parade
- Your banner on display at the River Garden during SOTH Weekend
- Slow Living Summit Events
- Tour de Heifer
- Slow Living Expo
- In the Parade (sponsor to provide banner carriers)
- Parade VIP viewing stand seats (2)

## Vendors & Exhibitors

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RIVER GARDEN
INNOVATION CENTER

Located in downtown Brattleboro, our 9,000 square foot innovation center hosts community gatherings, meetings, lectures, concerts and events year round including:

SLOW LIVING SUMMIT

Our two-day annual Summit provides a living lab for attendees to learn and practice innovative models to help reclaim ownership of our communities.

LOCAVORE INDEX

Our annual Locavore Index, which rates all 50 states on their commitment to healthy local food, stimulates discussion around the country about increasing local food consumption.

STRENGTHENING THE FARM AND FOOD ECONOMY SINCE 2001

Our world-famous Strolling of the Heifers Weekend, featuring the Parade of well-groomed heifer calves, Slow Living Expo, Street Festival and Tour de Heifer, supports our year-round work.

Each year, after the heifers and thousands of enthusiastic fans return home, our devoted team goes to work supporting entrepreneurs, providing culinary job training to veterans and underemployed community members, and connecting food producers and consumers.

We provide resources to grow the businesses of entrepreneurs and farmers, and place underemployed community members in meaningful jobs.
WHY SPONSOR STROLLING OF THE HEIFERS?

Your sponsorship enables you to share your brand, products and services, with the thousands enthusiastic and engaged fans who attend our events. The time honored Strolling of the Heifers Weekend has gained a reputation as a showcase for forward thinking brands and positions your organization as a MOOver and shaker.

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

• Direct engagement with consumers eager to learn about your brand
• Association with the overwhelmingly positive public image of Strolling of the Heifers, as portrayed in widespread media exposure
• Recognition of your brand as a support of sustainable agriculture, local food, renewable energy, green building and healthy living practices
• Exposure of your brand and logo through our marketing and PR outreach program

*Additional benefits outlined in the sponsorship grid.

FARM-TO-TABLE APPRENTICESHIP

Teaches culinary and nutrition skills to unemployed and underemployed community members, placing them in paid internships which lead to full-time, permanent positions at local restaurants and institutional kitchens.

WINDHAM GROWS

Entrepreneurship plays an important role in the growth of our national and local economy. Our farm and food business accelerator provides the mentorship, resources and support entrepreneurs need to take their business to the next level.

The accelerator serves as an innovation hub and model to create thriving companies and entrepreneurial ecosystems in communities nationwide.