

Cornell Cooperative Extension Lake Ontario Fruit Program

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Dear Lake Ontario Fruit Team Supporter,

May 23rd, 2019

Re: Sponsorship Opportunities Upcoming Summer Meetings

We are excited to again hold multiple events this summer!

Save the dates:

2019 **LOF Summer Fruit Tour** - Thursday, July 18th

2019 **Young Fruit Growers of WNY Study Trip** - Monday, August 5th – Wednesday, August 7th

The Cornell Cooperative Extension Lake Ontario Summer Fruit Tour in Western NY will be held on July 18. We will feature tree fruit production technology and grower innovations on cutting edge farms in Niagara County. At the regional tours, we typically reach 250 growers from across the state and beyond.

LOF is also excited to be partnering with the Young Fruit Growers of Western NY (formerly the Future Fruit Growers of Lake Ontario), an exciting group that is becoming very well organized, to offer **the 2019 Young Grower Study Trip to the Hudson Valley** August 5 - 7.

The tour will include innovative grower orchards and packinghouses in the Hudson Valley and beyond. For the past three years, we raised significant money from the industry that was used to reduce the trip costs for the young growers. This amount made the trip much more affordable for the participants. Our goal is to be able to cover the transportation costs (bus), and a group dinner.

We know you will see value for your business in these educational opportunities for the industry, and invite you to participate as a sponsor (either or both events) or exhibitor (Summer Tour only) to support the current and future sustainability of our industry.

For these events, we are suggesting the following sponsorship levels:

- Platinum \$750 – sponsorship of **both events**, and an exhibitor space at the Summer Tour, plus a 2 minute speaking spot at lunch, your company logo & contact listed in program and 2 future Fruit Notes newsletters and acknowledged on the Study Trip.
- Gold \$500– sponsorship of **both events**, with a 2 minute speaking spot at lunch (**no exhibitor space**), your company logo & contact listed in program and 2 future Fruit Notes newsletters and acknowledged on the study trip.
- Silver \$350– sponsorship of **Summer Fruit Tour Only** , with exhibitor space and a 2 minute speaking spot, your company logo & contact listed in program and 1 future Fruit Notes newsletter.
- Bronze \$250– sponsorship of **Young Grower Study Trip Only**, your company logo and contact listed in 1 future Fruit Notes newsletter and acknowledged on the Study Trip.
- Bronze \$250– sponsorship of **Summer Fruit Tour Only, (no exhibitor space or speaking**

spot) your company logo and contact listed in program and 1 future Fruit Notes newsletter.

Sponsorship at these events allows for great marketing and promotional opportunities. Exhibitor and sponsor fees will be used to purchase lunch, refreshments for breaks, and to partially cover other costs of tour arrangements. If you are not able to participate, any donation you would like to make toward expenses for the events will be graciously accepted and acknowledged. You can simply send a check in any amount made out to "Cornell Cooperative Extension" and send to Kim Hazel at the address below.

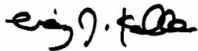
Please note the Platinum and Gold sponsorships above, if not designated, will be split 50% towards each event. If you wish to divide up the amount differently, please contact Craig Kahlke. This can likely be arranged.

If you are interested in the online registration option as a sponsor, please visit the sponsorship link on our website: https://lof.cce.cornell.edu/sponsor_event.php?event_id=1195

If you prefer, to send a check, please fill out the enclosed registration form and mail to Kim with your check.

If you have any questions, please contact Craig Kahlke (585-735-5448 or cjk37@cornell.edu). **For both events, please register by July 1.** There is a limit of 15 exhibitor time (speaking) slots and table space at the Summer Tour so do not delay your registration. First come, first served. Upon receipt of your registration, we will follow up with exhibitors when we get closer to the event. We are looking forward to great educational events and hope you will participate to help make it a success. Thank you.

Sincerely,



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Building Strong and Vibrant New York Communities

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