



International Workshop  
on Agritourism

# SPONSORSHIP PROPOSAL

## “Agritourism: Tools for International Resilience”

A series of virtual gatherings that support the IWA  
August 31-September 2, 2021

### BACKGROUND

In 2018, Eurac Research hosted the 1st World Congress on Agritourism, November 7-9 in Bolzano, South Tyrol, Italy. Every four years, the World Congress will return to Italy. Every two years between a World Congress, a Workshop will be held in a new location by a local host in partnership with Eurac Research.

To build on the success and momentum of the World Congress, Eurac Research will partner with local host University of Vermont Extension in 2021 to host the International Workshop on Agritourism in Burlington, Vermont.

### OVERVIEW & OBJECTIVES

This series will bring together agriculture and tourism industry professionals from around the United States and beyond. Farmers, researchers, agricultural service providers, and tourism experts will share their knowledge and experience.

The objective of the virtual series is to create a ‘big tent’ that unites otherwise disparate voices and industries around the many facets of agritourism and its many cultural, economic, and environmental benefits. The guiding principles of the series is internationalism and inclusion; the aim is to paint a colorful and diverse portrait of how agritourism looks across contexts and why it provides many critical tools for a post-covid world.

The series will build excitement, audience and press attention for the in-person or hybrid conference to be held in August 2021.

### THEMATIC STRUCTURE

The content of the series is organized around the theme of economic, ecological and social resilience.

- Economically, we will explore how agritourism supports rural economic development, diversified farmer revenue and resilience within a post-covid travel industry.
- Ecologically, we will demonstrate how agritourism intersects with climate change, safeguards biodiversity, and supports regenerative food systems.
- We will develop content around social resilience and social justice and unpack access and equity within the agritourism space as well as indigenous foodways and cultural approaches to ecology and reciprocity.



## AUDIENCE

The series will draw up on the broad audience of agriculture and tourism industry professionals from around the United States, Canada, and beyond.

- Farmers
- Tourism Industry Representatives - country, state and region
- Rural Economic Development Corporations
- Extension and Outreach Services
- Agricultural Service Providers
- Researchers
- Non-profit Organizations
- Online Travel Agencies

## PRODUCTS

### 1. Six Online Conversations (beginning September 2020)

- Workshops and discussion with luminaries in the field
- Various formats: facilitated group conversations, webinar, podcast
- Well-known names (unconfirmed examples: Dan Barber; Anya Fernald; Leah Penniman; etc.)
- Drawing from over 100 confirmed conference participants

#### *Potential Topics*

- Welcoming Guests Back on our Farms and Ranches
- Agritourism During and After the COVID-19 Pandemic
- Social Justice Lens on Agritourism
- Agritourism and Nature Tourism: Scientific and Social Perspectives
- Regenerative Agritourism
- Experiential Education and Transformational Tourism

### 2. Promotional Videos

- 1 x 3-minute high quality HD video to promote the conference - pivoting around three themes of resilience answering why agritourism matters to many industries + communities.
- 10 x 30-60 second videos of specific farm and farmer stories and their work and community, chosen for a diverse portfolio across themes and countries.

# Sponsorship Opportunities

On behalf of Eurac Research and local host the University of Vermont Extension, we invite you to participate as a sponsor or exhibitor of the virtual events leading up to the 2021 International Workshop on Agritourism. This is a tremendous opportunity to share how your business is connecting farms and communities from around the world.

Pricing & Benefits	Combined Virtual Event and In-Person Conference Sponsorship \$20,000	Virtual Event Series Gold Sponsor \$15,000	Virtual Event Series Silver Sponsor \$10,000	Virtual Event Series Bronze Sponsor \$5,000
Logo on All Promotional Material	<i>All entitlements of Gold Sponsor for Virtual Event Series and of Diamond Sponsor for In-Person Conference (see brochure)</i>	<i>Headlined</i>	✓	✓
Acknowledgment During Each Event Introduction		<i>Visual &amp; Spoken</i>	<i>Spoken</i>	
15-second Placement Segment of CEO or Founder in Conference Promotional Video		✓		
Dedicated Promotional Blast to IWA Mailing List and Associated Lists, committee member organizations)		✓		
Social Media Posts & Hashtags		✓	✓	<i>Cross Promotion</i>

**If you would like to participate as a sponsor, please complete and return the registration form (following page) and your payment.**



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# SPONSOR REGISTRATION

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August 31-September 2, 2021

### REGISTRATION INFORMATION

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP, COUNTRY: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEB: \_\_\_\_\_

### SPONSOR LEVEL

Please indicate sponsor level below:

- Combined Virtual Event and In-Person Conference Sponsorship-\$20,000
- Virtual Event Series Gold Sponsor-\$15,000
- Virtual Event Series Silver Sponsor-\$10,000
- Virtual Event Series Bronze Sponsor-\$5,000

### PAYMENT

Please make checks payable to “International Workshop on Agritourism”  
and mail to: International Workshop on Agritourism c/o Delaney Meeting &  
Event Management, 46B Main Street, 4th Floor, Winooski, VT 05404