

2023



American Society
of Farm Managers
& Rural Appraisers



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Your Access to
The Most Trusted
Rural Property
Professionals

WHAT IS THE ASFMRA?



The American Society of Farm Managers and Rural Appraisers is the nationwide organization specifically dedicated to rural property professionals.

Its membership is comprised of more than

2,100 members in 31 Chapters across the United States

who provide management, consultation, and valuation services, as well as real estate services on rural and agricultural assets.

ASFMRA Farm Managers and Agricultural Consultants manage, on average, 55-75 farms consisting of 14,000 – 20,000 acres. They have influence over production and marketing decisions on acreage representing millions of dollars.

ASFMRA Appraisers and Review Appraisers are often employed by or perform services for large financial and governmental institutions that rely on their familiarity with complex appraisal situations including eminent domain, conservation easements, poultry facilities, grain elevators, wind and solar farms, dairies, greenhouses, vineyards and more.

By partnering with the ASFMRA, you are aligning yourself with **The Most Trusted Rural Property Professionals**, and placing your brand in front of the industry's most influential players.

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EVENTS

ANNUAL CONFERENCE

The ASFMRA's Annual Conference is the organization's largest gathering, welcoming more than 350 of the nation's most experienced and influential managers, consultants and rural appraisers.

The event features topical presentations by industry experts, committee meetings, networking lunches, socials, dinners and a tradeshow that provides exhibitors with access to attendees during the busiest days.

Location: Nashville, Tennessee | Key Sponsor Dates: November 15-17



ADDITIONAL EVENTS

Education Week | Omaha, Neb. | July 16-19

Leadership Institute | Location TBD | Fall 2023

Membership Advisory Group | Virtual Meetings | Twice in 2023



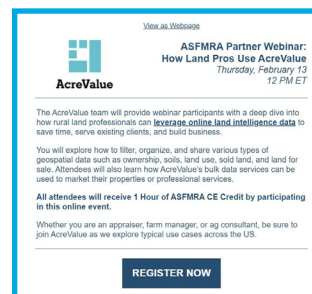


CONTENT MARKETING

Your company has a story to tell, and delivering that messaging through the lens of the ASFMRA will add legitimacy and gravitas for the Society's influential members. Drive traffic to your site and awareness of your products and mission with the ASFMRA:

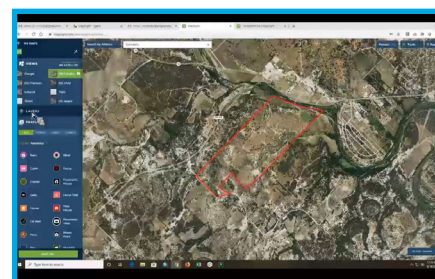
EMAIL MARKETING

The ASFMRA will email its full membership of more than 2,000 contacts or segments thereof with your messaging and calls-to-action. Geotargeting and other segmentation is possible.



WEBINARS

Host a webinar and demonstrate how your product can impact the businesses of ASFMRA members. The Society will provide its members with ASFMRA continuing education credit, take registration on its website and advertise the event with a dedicated email and eNewsletter promotion.



BLOG AND SOCIAL POSTS

Craft a blog on an industry-related topic and have it hosted on ASFMRA.org and its AgProLink Community. The blog will also be linked in an issue of the AgNews eNewsletter, and will receive a dedicated post on the ASFMRA's social channels.

asfmra.org

FACE TIME

If your company is looking for personal interactions with key stakeholders in the rural appraisal or farm management/consulting industries, the ASFMRA offers multiple opportunities for you to present your latest products or services.



EVENT ATTENDEE PRESENTATIONS

Demonstrate your company's expertise and bring awareness to your products and services by introducing seminar speakers at the Annual Conference or welcoming students to specific management or appraisal course offerings during Education Week and throughout the year.

NETWORKING MEALS

Exclusively interact with ASFMRA members in a more casual setting by hosting networking events in conjunction with National conferences. Guest lists may range from intimate, invite-only gatherings to full attendee affairs.

EXHIBITOR

Interact with ASFMRA Annual Conference and Education Week attendees in between seminars and during evening socials as part of the event's tradeshow. More than 70% of Annual Conference attendees surveyed noted that they would consider purchasing from an ASFMRA exhibitor.



BRANDING



Push your company's brand front-and-center with key decision-makers in the management, consulting, and rural appraisal fields. Stand out above the rest and be top of mind when new products or vendors are desired.

EVENT BRANDING

Place your brand on high-volume, high-profile items that play crucial parts at ASFMRA events, including:

- Credential Lanyards
- Registration Bags
- Welcome Packet Inserts/Giveaways
- Beverage Tickets
- WiFi Network and Password

TITLE SPONSORSHIPS

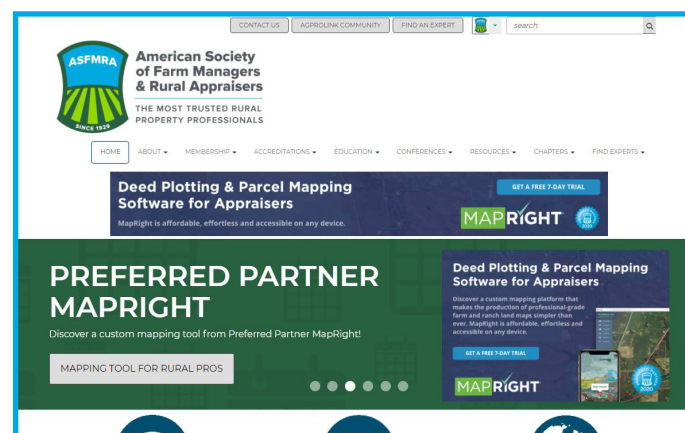
Be recognized as the premier supporter of key ASFMRA events and awards, including:

- Annual Conference
- Education Week
- Leadership Institute
- Education Foundation Auction
- Accreditation & Awards Ceremony
- Rapid Fire Case Studies
- Membership Advisory Group
- Early Career Award
- Henry A. Long Jr., Appraiser of the Year
- D. Howard Doane Award (Outstanding Contribution in Field of Agriculture)
- Carl F. Hertz Award (Distinguished Service in Agriculture)

DIGITAL BRANDING

Advertise to ASFMRA members as they sit at their computers, bringing direct calls-to-action while associating your brand with relevant messaging:

- AgNews eNewsletter Advertising
- Chapter Leaders eNewsletter Title Sponsorship
- ASFMRA.org Website Takeovers
- Social Media Posts



asfmra.org

PARTNERSHIP LEVELS

BECOME AN ASFMRA PREFERRED PARTNER

By becoming an ASFMRA Preferred Partner, your company will receive the right to use the special 2023 ASFMRA Preferred Partner logo on promotions, logo inclusion on the ASFMRA mobile app, the right to promote discounts or special offers as part of the ASFMRA's Member Benefits and special recognition at all National events.



Level	Spend
Preferred Partner	\$15,000
Gold	\$10,000
Silver	\$5,000
Bronze	<\$5,000

PRICE BREAKDOWN

2023 Annual Conference Nov. 15–17, 2023 Nashville, Tennessee		
Sponsorship Element	Cost	Available
Title Sponsor	\$7,500	SOLD
Individual Awards Title Sponsor	\$5,000	
Education Foundation Auction Title Sponsor	\$5,000	SOLD
Appraiser Rapid Fire Title Sponsor	\$2,500	SOLD
Accreditation & Awards Ceremony Title Sponsor	\$2,500	SOLD
Evening Beverage Tickets Sponsor	\$2,500	SOLD
Attendee Lanyards	\$2,500	SOLD
Exhibitor + 2 Event Passes	\$2,250	
General Session Lunch Exclusive Sponsor	\$2,000	SOLD
Networking Breaks Exclusive Sponsor	\$2,000	
Welcome Bag Exclusive Logo	\$2,000	SOLD
Invite Only Networking Breakfast	\$1,500	
General Session Speaker Introduction & Sponsorship	\$1,000	
YPN Networking Dinner Sponsor	\$1,000	SOLD
Welcome Bag Insert	\$1,000	
WiFi Network & Password Sponsor	\$1,000	SOLD
Accreditation Awards Supporter	\$750	
Presentation of Colors Sponsor	\$500	SOLD

PRICE BREAKDOWN (Continued)

2023 Education Week July 16-19, 2023 Omaha, Nebraska		
Sponsorship Element	Cost	Available
Title Sponsor	\$4,000	
Exclusive Breaks Sponsor & Exhibitor - Single Day	\$2,000	SOLD
Networking Dinner Sponsor	\$2,000	
Welcome Bag Exclusive Logo	\$2,000	SOLD
Manager Course Attendee Presentation	\$1,000	
Appraisal Seminar Sponsor	\$1,000	
Instructors Workshop Title Sponsor	\$1,000	SOLD
YPN Leadership Workshop & Dinner Sponsor	\$1,000	SOLD
Welcome Bag Insert	\$500	
WiFi Network & Password Sponsor	\$500	SOLD
Welcome Bag Insert	\$500	
Working Lunch Sponsor	\$1,000 + F&B	

2023 Year-Round Sponsorship Opportunities		
Sponsorship Element	Cost	Available
Leadership Institute Title Sponsor	\$5,000	SOLD
YPN eNewsletter Title Sponsor	\$2,500	SOLD
Chapter Leaders eNewsletter Title Sponsor	\$2,000	
Email to ASFMRA Membership	\$1,500	
Webinar for ASFMRA Members	\$1,500	
Membership Advisory Group Meetings Title Sponsor	\$1,500	SOLD
AgNews eNewsletter Ad/Story Placement	\$500	
ASFMRA.org Website Banner Ad Takeover (1 Week)	\$500	
ASFMRA.org Blog + Social/eNews Ad	\$500	



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