

JUNE 9, 2017



FIFTH ANNUAL

FEAST

IN THE

FIELD



HEIFER[®]
INTERNATIONAL



BEYOND
HUNGER

FEAST IN THE FIELD

PUT YOUR BRAND IN FRONT OF AN AUDIENCE OF MORE THAN 500,000



GIVING BEGINS AT HOME, AND SINCE 1971, ARKANSAS HAS BEEN HOME TO HEIFER INTERNATIONAL. FROM THE HEADQUARTERS IN DOWNTOWN LITTLE ROCK TO HEIFER RANCH IN PERRYVILLE, OUR HEART IS HERE.

BEYOND HUNGER: FEAST IN THE FIELD IS OUR ANNUAL FARM-TO-FORK EVENT CELEBRATING FAMILY FARMING AROUND THE WORLD AND RAISES FUNDS TO BENEFIT PROJECTS IN ARKANSAS.

2014, 2015 AND 2016 BEST CHARITY, ARKANSAS TIMES

HILTON HUMANITARIAN PRIZE RECIPIENT

6 P.M. JUNE 9, 2017

JOIN
US

ONE OF LITTLE ROCK'S GREENEST LANDSCAPES

Feast in the Field is a unique, outdoor event held on the award-winning grounds of Heifer International's headquarters, adjacent to the Clinton Presidential Center.

ENJOY a family-style dinner featuring local foods in a beautiful outdoor setting.

SUPPORT communities in Arkansas by becoming a sponsor of Feast in the Field.

DRESS in all-white, casual attire and share an evening of local food, local music and your local community as we generate awareness and raise funds for Heifer's work in Arkansas.

GET your tickets early! Last year's event sold out quickly.

2017 EVENT COMMITTEE

Karen Fetzer - Chair

Susan Altrui

Jill Bloom

Lorri Hambuchen

Cindy Lemley

Garry Mertins

Gary Parrish

Keith Riggs

Brooke Vines

Sharon Vogelpohl

ARKANSAS' LARGEST ZERO-WASTE EVENT

This means...

- The event is powered by our own solar panels
- All materials from the event are either reused, recycled or recyclable
- All of the event's food and liquids, including preparation waste, will be composted courtesy of the Urban Food Loop



SUPPORTING FARMERS AND FAMILIES IN YOUR BACKYARD

Heifer has helped lift more than 25 million families out of poverty around the world and here at home. Help us continue this important work.

BE A SPONSOR

PRESENTING SPONSOR - \$20,000

(exclusive sponsorship)

- One table for 10 at the event
- Your name/logo co-branded in marketing and media opportunities (Feast in the Field, brought to you by ...)
- Listed as Presenting Sponsor on marketing collateral, including television, radio, website, posters, invitations, press releases and select social media posts
- First right of refusal for media interviews and other press opportunities
- Complimentary usage of Heifer Village conference room space *(Some restrictions apply; call for details)*
- Logo featured as Presenting Sponsor on video screens and live mentions at the event
- Name recognition in marketing and/or press opportunities leading up to and at the event
- Acknowledgment as Presenting Sponsor during the event
- Logos/mentions in email blasts and social media
- Option to provide remarks during program
- Complimentary full-day usage of Heifer Ranch in Perryville, Arkansas, including meeting space, farm tours and interactive programs for leadership or staff retreats

ENTERTAINMENT SPONSOR - \$12,500

(exclusive sponsorship)



- One table for 10 at the event
- Your name tied to the entertainment in marketing/public relations/social media
- Listed as Entertainment Sponsor on all marketing collateral, including print, television, radio, website, posters, invitations, press releases and select social media posts
- Sponsor logo featured on video screens at the event
- Sponsor logo featured on stage during entertainment performance
- Logos/mentions in email blasts and social media
- Complimentary usage of Heifer Village conference room space *(Some restrictions apply; call for details)*

SPONSORSHIPS

EXCLUSIVE SPONSORSHIPS - \$7,500

Sponsorship opportunities include Photo Booth, Wine Pull, Barnyard, Prairie Schooner, More Cowbell, Wine, Hoop House, Virtual Reality Station, Service, Registration, Feed Buggy and more. Contact us to select one of these sponsorships and receive:

- Exclusive and customized brand presence for your logo and name at the reception and dinner
- One table for 10 at the event
- Sponsor logo included in promotional signage the night of the event
- Listed as Exclusive Sponsor in the event program, social media posts and website, and at the event
- Sponsor logo featured on video screens at the event
- Logos/mentions in email blasts and social media
- Complimentary usage of Heifer Village conference room space (*Some restrictions apply; call for details*)



FARMER AMBASSADORS - \$5,000

- One table for 10 at the event
- Listed as Farmer Ambassador on invitations, website, posters, social media posts and event program

For U.S. residents, \$500 of the sponsorship is a non-tax-deductible charge for food, beverage and entertainment. Payments in excess of \$500 per sponsorship and contributions in return for which no goods or services were received are tax-deductible as a charitable contribution. (Heifer International Tax ID 35-1019477)

ADDRESS HUNGER AT HOME

In the last year, Heifer International projects in Arkansas have increased

- Community Supported Agriculture (CSA) shares available in the state by 50 percent through the incorporation of New South Produce Cooperative
- Revenue by 450 percent for Grass Roots Farmers Cooperative, which focuses on meat production
- Farmer incomes by an average of \$9,000 for New South members and \$35,000 for Grass Roots members

In addition, 28 percent of Heifer USA's cooperative farmers are women, compared to only 12 percent of farmers in Arkansas. About 28 percent of cooperative farmers represent diverse ethnicities, compared to 4 percent of farmers statewide.

“One out of every 12 jobs in the U.S. economy is connected in some way, shape or form to what happens on the farm.”

**TOM VILSACK
SECRETARY OF AGRICULTURE**

When you become a Feast in the Field sponsor, you support the Heifer USA program, which:

- Sustains higher incomes for Arkansas farmers, making full-time, small-scale farming a viable and profitable option in the state
- Empowers farmers by providing training and connecting them to markets that sell healthy food in Arkansas
- Connects small-scale, sustainable farmers with like-minded growers throughout the state, creating cooperatives and mentoring relationships that improve farming methods and increase production
- Supports the local food movement, keeping wealth within communities



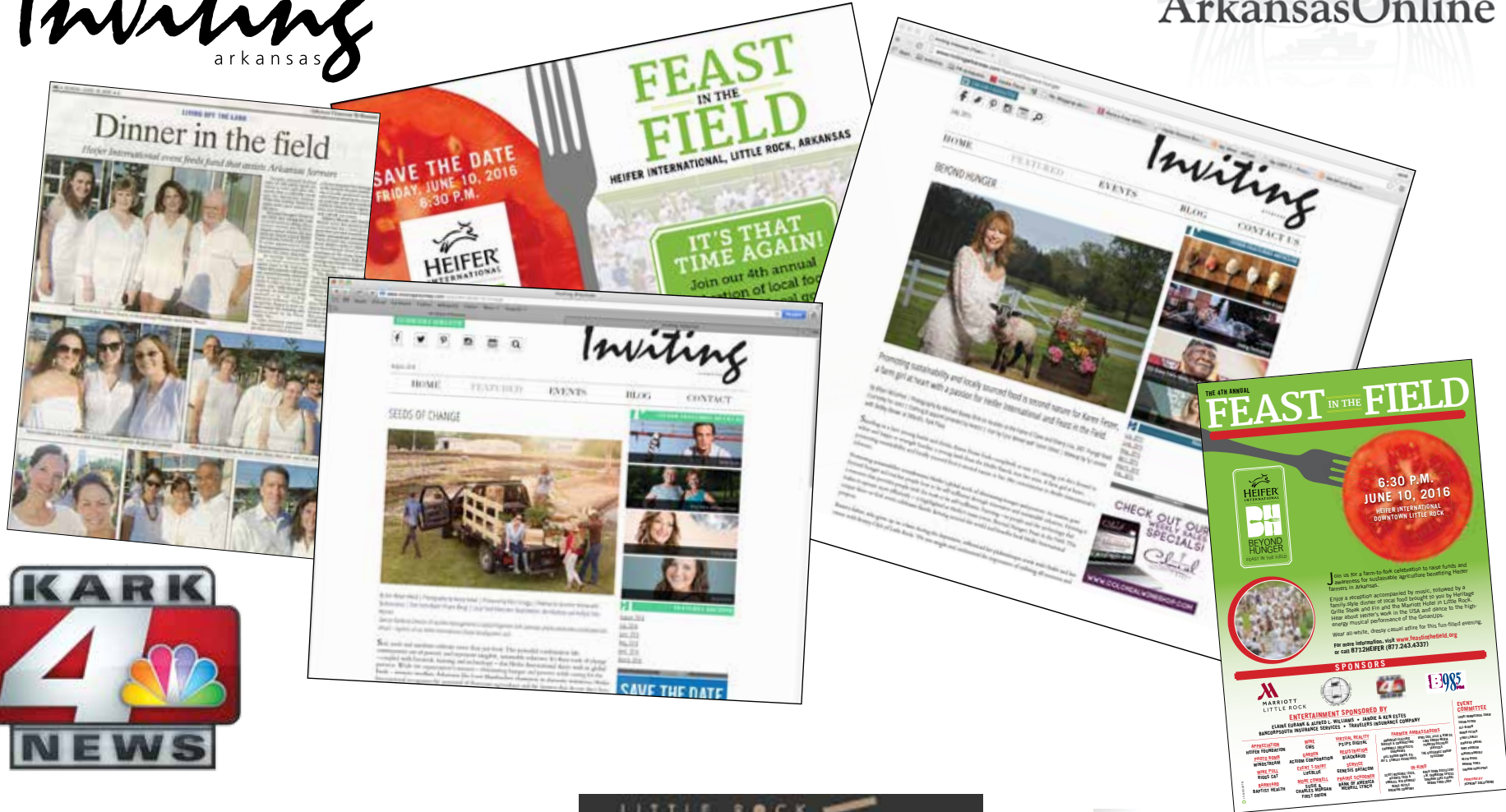
EVENT COVERAGE

MORE THAN 500,000 MEDIA IMPRESSIONS IN 2016

SOLD OUT FOUR YEARS IN A ROW!

Inviting
arkansas

ArkansasOnline



ARKANSAS TIMES

LITTLE ROCK
soirée

Little Rock

2016 SPONSORS



ENTERTAINMENT SPONSORS

BANCORPSOUTH INSURANCE SERVICES

JANDIE AND KEN ESTES

ELAINE EUBANK AND ALFRED L. WILLIAMS

TRAVELERS INSURANCE

PHOTO BOMB
WINDSTREAM

SERVICE
GENESIS DATACOM

WINE
CMS

WINE PULL
RIGGS CAT

VIRTUAL REALITY STATION
PS|PS DIGITAL

REGISTRATION
BLACKBAUD

BARNYARD
BAPTIST HEALTH

MORE COWBELL
SUSIE & CHARLES
MORGAN
FIRST ORION

EVENT GIVEAWAY BOXES
LIFEBLUE

PRAIRIE SCHOONER
BANK OF AMERICA
MERRILL LYNCH

SPONSOR APPRECIATION
HEIFER FOUNDATION

FARMER AMBASSADORS

ARKANSAS ELECTRIC SERVICE & CONTRACTING
CROMWELL ARCHITECTS ENGINEERS
FEDEX SERVICES

GILL RAGON OWEN, P.A.
JAY S. STANLEY ASSOCIATES
JPMS COX, PLLC & RSM US
LAKE GROUP MEDIA

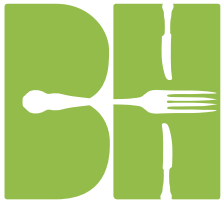
PARRISH DELIVERY SERVICES
TELECOMP
THE GUTIERREZ GROUP

COLONIAL WINE & SPIRITS
J.M. THOMASON SPICES
MOUNTAIN VALLEY SPRING WATER

BENEFACTORS
REBEL KETTLE BREWING COMPANY
ROCK TOWN DISTILLERY
TCPRIINT SOLUTIONS & ROLL'N WRAPZ

TANARAH LUXE FLORAL
URBAN FOOD LOOP
YELLOW ROCKET CONCEPTS





BEYOND HUNGER
FEAST IN THE FIELD

2017 FEAST IN THE FIELD REGISTRATION FORM

Name _____
(as it should appear on printed materials –26 characters maximum)

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Contact Name _____

For sponsors at the \$7,500 level and above, please provide a vector logo (.ai or .eps). 3" x 3"- 300dpi jpegs acceptable but not preferred.

SPONSORSHIP LEVELS

- Presenting Sponsor.....\$20,000
- Entertainment Sponsor.....\$12,500
- Exclusive Sponsors (listed below)\$ 7,500
 - Photo Booth Sponsor
 - Wine Pull Sponsor
 - Barnyard Sponsor
 - Prairie Schooner Sponsor
 - More Cowbell Sponsor
 - Wine Sponsor
 - Hoop House Sponsor
 - Virtual Reality Station Sponsor
 - Feed Buggy Sponsor
 - Service Sponsor
 - Registration Sponsor
- Farmer Ambassador\$ 5,000

Individual tickets will go on sale in the spring of 2017.

PAYMENT INFORMATION

Please bill my Amex Visa Mastercard Please invoice me

In the amount of \$_____ Card Security Code_____

Credit Card Number_____ Expiration Date_____

Name On Card_____

Signature _____

Please call me for credit card payment information

Phone Number_____

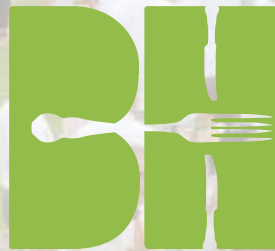
Call 501.907.2692 for sponsorship information or 877.2HEIFER (877.243.4337) to reserve your tickets. You can also visit FeastintheField.org or email feastinthe@heifer.org.

*All tickets are non-refundable. Make checks payable to Heifer International.
Attn: Feast in the Field, Heifer International, 1 World Avenue, Little Rock, AR 72202.*

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INTERNATIONAL



**BEYOND
HUNGER**

FEAST IN THE FIELD

HEIFER INTERNATIONAL
1 WORLD AVENUE | LITTLE ROCK, AR 72202
FEASTINTHEFIELD.ORG | #FEASTINTHEFIELD

FOR SPONSORSHIP INFORMATION
501.907.2692