



Sponsorship Opportunities for Treasure Our Farms

Please join us in helping our community Treasure Our Farms. Become a Treasure Our Farms supporter today!

- \$25,000** *Gold Sponsor (Includes a strategic campaign with story videos, social media short bytes, print, radio and outreach media impressions, distribution through our CMS+GEOALGO™ social media platform and includes credits in supported videos)*
- \$15,000** *Silver Sponsor (Includes filming and editing of a story video, associated social media short bytes, print, radio and outreach media impressions, and distribution through our trademarked social media platform with video credits)*
- \$10,000** *Bronze Sponsor (Includes filming and editing of a story video, associated social media short bytes, and distribution through our trademarked social media platform with video credits.)*
- \$5,000** *Media Outreach Sponsor (Supports creation of content and social media outreach for stories in our annual work program.)*
- \$2,500** *Media Content Sponsor (Supports creation of content for stories in our annual work program)*

Name _____ Address _____
Phone _____ City State Zip _____
Email Address _____ Amount _____

Make Checks Payable to Treasure Our Farms and send to 1672 Donlon St., Ventura. CA 93003

OR enter credit card information: Visa/MC/AMEX # _____

Name on Card _____ Signature _____

Exp. Date _____ CV Code _____



What would happen if our farms and ranches disappeared?

The Treasure Our Farms mission is to broadcast educational information from local agricultural producers and related businesses, sharing their inspirational stories with the public in order to positively shift the perception of agriculture in our community.

Treasure Our Farms (TOF) has developed a strong social media following and website visitors through 4 years of brand creation and consistent outreach. By expanding the program, TOF will be able to rapidly extend its influence through professional, strategically branded content distributed through dynamic platforms that can reach millions of fans and viewers.

With your help, TOF will deliver vital messaging to targeted areas throughout California, through our unique social business platform CM+GEOALGO™, with a goal to produce 1,000,000 impressions in 2020.

*The new TOF content will tell the stories of the struggle of local farmers and ranchers, in many California communities, diffuse misinformation and educate the public, stakeholders and decision makers. **Our intention is to create a common belief centered around the value and importance of agriculture in supporting our local economy, providing healthy food and continuing this historic way of life.***

Farmers and ranchers, their families, their companies, and supporting businesses and non-profit associations are an essential part of the local community. Treasure Our Farms is designed to create a closer relationship with our consumers and those that influence our ability to grow food for our state and the world.

Please join us and donate today!

For *Farmers.* For *Agriculture.* For the *Community.*

treasureourfarms.com

TreasureTM our farms

2020 Treasure Our Farms Work Program:

With your support, Treasure Our Farms will help tell the important educational stories around local farmers, ranchers, their companies, and supporting businesses that provide healthy, sustainable food to our communities and the world. Help us spread the positive stories of Treasure Our Farms.

This year, we will create professional quality educational pieces, sharing information about timely and relevant issues facing California agriculture. We will deliver this vital messaging through our unique social business platform CMS+GEOALGOTM to reach hundreds of thousands of viewers. Learn about the Treasure Our Farms 2020 Work Program with the following campaigns that you can be a part of this year!

Farm and Ranch Lifestyle:

Have you ever wondered why farmers and ranchers continue to work so hard, choosing their lifestyle for generations? Treasure Our Farms will highlight, celebrate and provide education around a way of life that has and will continue to provide beauty, healthy food, and jobs in an equal partnership with the environment and our earth. Help us tell these stories in 2020!

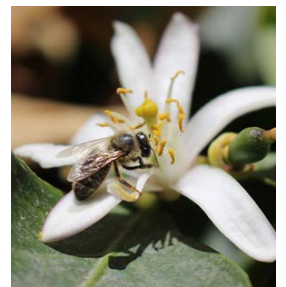


According to Ventura County farmers Glen and Kim Carmichael: *“We all work very hard here to keep these ranches going. It’s a 7 day a week, 24 hour a day job. We don’t have Sundays off if cows are hungry or our orchards need to be watered but we love it. It’s a peaceful lifestyle and hope that everybody can come enjoy it and respect the agriculture that we have in our county so that we can all prosper from it, because it’s a very beneficial and strong part of our county history.”* – **Glen Carmichael, Carmichael Farms**

Bees and Beekeepers:

The benefits of bees go well beyond honey. Did you know that pollination is the highest agricultural contributor to crop yields worldwide? Help us educate the public on the importance of bees and beekeeping to California agriculture and the world.

“With improved pollination management, crop yields could be further increased by about 25 percent. By ensuring higher yields and successful agricultural production, pollinators would contribute significantly to world food security and nutrition for a growing global population, along with ending poverty and hunger. So, well managed farms can provide good habitats for bees, who, in turn, provide pollination services for agricultural production.” – **Why Bees Matter: The Food and Agriculture Organizations of the United Nations**



Shortage of Agricultural Workers and Housing:

“Without farmworkers to prepare the land, plant seeds, irrigate, hoe weeds, prune trees, graft scions, harvest, box and load the produce, and perform many more farm tasks, there would be no farming in Ventura County or anywhere else.” (AG Commissioner Henry Gonzales, 2016 Crop Report). Help us tell the stories of farmworkers, their skills, families, lifestyles and housing as they provide healthy fruits and vegetables for our community, state and the world.



“Despite raising wages and increasing benefits, California farmers are failing to find enough people to pick fruits and vegetables and harvest other crops, and they are offsetting this labor shortage by changing to less labor-intensive crops and adding automation.” The findings come in a survey of more than 1,000 farmers statewide conducted by the California Farm Bureau Federation in collaboration with the University of California, Davis. - **UC Davis.edu News: California Farmers have Raised Wages, but are Still Unable to Find Enough Workers.**

Agricultural Pest Infestations:

Learn about the numerous agricultural pests that threaten California crops and the strategies and technologies being utilized to save our harvest. One example is the use of canines to help detect a citrus disease threatening orchards in California.

“Jerry Bishop, a dog trainer and handler with Florida-based F1-K9, scouts a Ventura County, Calif., lemon grove for HLB-causing bacteria with Bello, a springer spaniel. A number of growers and researchers believe specially trained dogs may be a viable early-detection tool for the devastating citrus disease that threatens the state's citrus industry. (Courtesy Farm Bureau of Ventura County). - **The Packer, Canines Sniff Out HLB**



It Takes Water to Grow Our Food:

New California legislation will bring changes in water allocations, forcing new technologies, crop changes and water trading in California aquifers. With Groundwater Management Agencies gearing up for water cutbacks, there may be serious consequences for some of the richest farmland in California. Help us tell the stories as farmers innovate and cope with the new reality.



“In the arid Golden State, growers and agricultural researchers have been developing techniques to conserve precious water and use it more efficiently... However, progress in water conservation and innovation has been slow but steady. Irrigation improvements take time”. - **News Deeply/ Water Deeply - California Farmers Innovate to Fight Drought**