

THINK REGENERATION

SPONSORSHIP OPPORTUNITIES FOR 2023



THINK REGENERATION

A 501c3 organization

RYAN SLABAUGH
RYAN@THINK-REGEN.COM
970-389-5218

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Sponsorship opportunities for 2023



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Mission: We help farmers and ranchers lead a regenerative world.

Problem to Solve: Think Regeneration will accelerate change to a healthier world and strengthen rural communities by connecting the leading farmers and ranchers in the country to effective management and communication learning programs.

Who Will Lead: Ryan Slabaugh is an expert in soil health and regenerative food supply concepts, has an extensive network of farmers, ranchers, and industry experts, is an experienced communicator through mass media, and knows how to be an entrepreneur.

Think Regeneration Programs

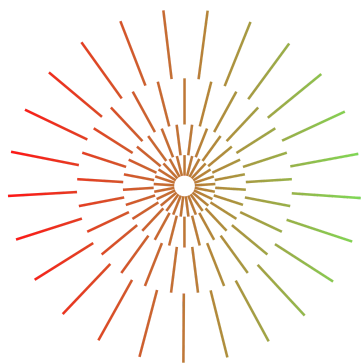
- **Leadership Academy:** When a farmer or rancher completes a Think Regeneration Leadership program, they will have the confidence to lead effective change on their farm and in their community. Participants in Think Regeneration programs will be able to clearly describe their own regenerative mindset, vocabulary and goals, and understand the unique dynamics involved with change management.
- **Think Tank:** We are recruiting top regenerative farmers and ranchers to provide a new vision for agriculture, and update the 60-year-old U.S. agriculture policy recommendations that challenged our rural communities, and created a population with the highest disease rate per capita in the developed world.
- **Reference Desk:** Our reference desk is already serving leaders with key reports, studies, analysis and a collection of farm bill recommendations from industry leaders.

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FOOD CO-OP THINK TANK



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GOAL: \$25,000

\$2,500-\$5,000

Summary: Launch a think tank to elevate the ideas of leading food co-ops across the country and create a repeatable, investible food hub model for the United States. Think Regeneration will organize the leading food co-ops in places like Illinois, Oregon, Georgia, and Arizona to illustrate how how diverse local food supply chains can work together, define best practices, agree on consistent measuring sticks, and create a compelling case for funding and investments.

What You Get: A healthier food supply. As a bonus, your company will be listed on all materials and reporting from the independent think tank as a contributing sponsor. Reach: 2000+ leaders through Think Regeneration and program participants, with monthly content to extend at least through 2024. Two levels: Premiere & Gold.

Goal: \$25,000 will launch the think tank. A detailed program sheet is available on request.

Who Will Be Involved in the Think Tank?

Co-op leaders, distribution centers, processing centers, grocery stores, farmers, ranchers, and investors. We will ensure tribal organizations and BIPOC farmers are active participants in the work.

Early Support

We have early interest from **Down at the Farms Co-Op** in Chicago, Illinois, **DRY Co-Op** in Tucson, Arizona, **Good Agriculture** in Atlanta, Georgia, **Regenerative Farmers of America** in Virginia, and the **Quinn Organic Regenerative Research Institute** in Montana to be involved in a food hub Think Tank.

What's Next?

Once we reach our \$25,000 fundraising goal, we will begin to use create financial incentives for the leaders we need to participate in the Think Tank.

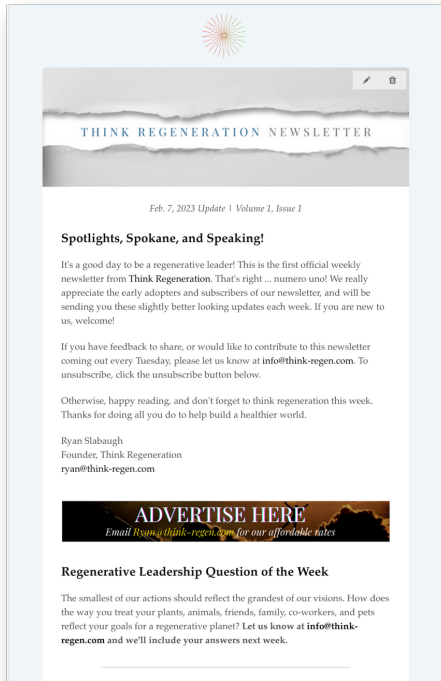
LET'S TALK ABOUT YOUR ORGANIZATION MATCHING OUR 2023 GOALS AND EXPANDING OUR IMPACT

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EMAIL NEWSLETTER SPONSOR



Summary: Reach the top leaders in regenerative agriculture every week by putting your brand front-and-center in the weekly Think Regeneration Newsletter. It highlights key reports and recommendations from leaders in the industry, while also providing updates to valuable resources and programs.

What You Get: A 727x90 leaderboard ad. Links to URL of your choice.

Goal: Only one per email. Spots are filling up fast, so book today for 2023!

REACH: More than 52% CTR and 75% open rate in first send.

\$99/WEEK (MINIMUM 4)

Who Gets the Newsletter?

CEOs, business founders, nonprofit executive directors, farmers, ranchers, conservation district leaders, and regenerative speakers/authors.

Early Support

Our newsletter is up and running and has grown 40% in the first month.

What's Next?

Your branded sponsorship of our newsletter helps pay for the research and reporting, while also connecting your organization to thought leadership in regenerative agriculture.

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\$740/YEAR

**ONLY A FEW SPOTS
REMAINING!**

LEADERSHIP PROGRAMS SPONSOR

Summary: Help the top farmers in regenerative agriculture who are choosing to pursue leadership skills, media training, and workforce development tools. Your support will help keep our 1.5-day programs around the country free.

What You Get: A one-sided 8.5x11 handout (or the equivalent) about your organization will be included in every high-end folder given to a participant of the two-day leadership seminar. *Reach: 100 leaders.* You will also be listed on our Leadership Program web page and all marketing materials through 2023. *Reach: 2,000 leaders.*

Goal: A limit of 10 pages are available in the folders.

Who Will Be Involved in the Leadership Program?

Groups of farmers and ranchers who are changing their operations to use more regenerative systems. From conservation districts to nonprofits to food co-ops, we will use our extensive network to partner with key organizations working to support farmers and ranchers.

Early Support

We will be in Spokane, Washington, March 1-2 for a leadership program with 15 biological farmers.

What's Next?

We are signing up partners for our programs and scheduling through 2024. We are also looking for philanthropic partners to help us elevate the levels of our programs and keep them free for farmers and ranchers.

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\$16,500

BUILD A PROGRAM

LEADERSHIP PROGRAMS **PARTNER**

Summary: Sponsor a complete program for 15 of the top farmers in regenerative agriculture in your region who are choosing to pursue leadership skills, media training, and workforce development tools. Your support will cover all expenses for participants.

What You Get: Two Think Regeneration instructors will design and lead a 1.5 day custom program for farmers and ranchers in your region. We will work with you to set clear goals for participants, who will leave with a confident personal story, media training, and a strong network of peers.

Goal: Contact us today to learn more!

Who Should Be Involved as a Leadership Program Partner?

Conservation districts, agriculture companies, universities, extension offices, agriculture events, 501c3s, and for-profit businesses.

Early Support

Our early programs are funded through USDA workforce development grants.

What's Next?

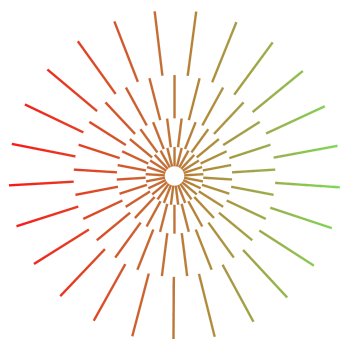
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\$5500/STUDENT

1:1 COACHING PROGRAM SPONSOR

Summary: Help the top farmers in regenerative agriculture who are choosing to pursue leadership skills, media training, and workforce development tools through 1:1 coaching. Your support will help keep our programs free and improve the learning experience.

What You Get: With each donation of \$5500, you will sponsor a regenerative farmer to attend a 12-week coaching session led by Think Regeneration. This is high-level coaching to improve how they manage change, communicate to media and others, network in the regenerative industry, and solve common problems faced by leading regenerative growers. Plus, the farmer will be compensated for their time. You will receive website exposure for a year, be listed as a key program sponsor in all of our materials, and be confident in your contribution's impact to catalyze lasting change!

Goal: A limit of 10 students at a time can participate in our programs to ensure they are strong and effective.

Who Will Be Involved in the Coaching Program?

Individual farmers and ranchers who are changing their operations to use more regenerative systems.

Early Support

We are signing up our first two coaching candidates in Q2 2023.

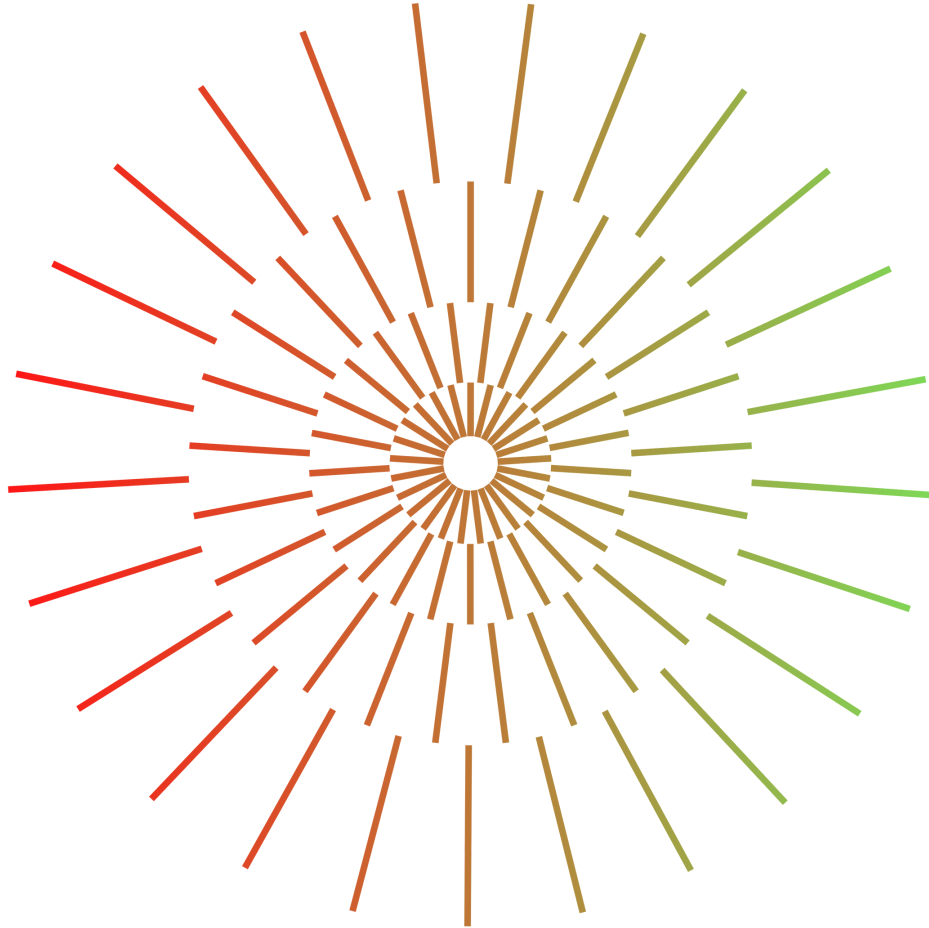
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Contact us today to purchase a sponsorship. We are a 501c3.



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