



# A REGIONAL SMALL FARMS, BIG COMMUNITY CONFERENCE

hosted by  **GEORGIA ORGANICS** | [www.sowth.org](http://www.sowth.org)

**FEBRUARY 4-6, 2025 | GEORGIA WORLD CONGRESS CENTER | ATLANTA**

**Join us as a Sponsor or Exhibitor for the inaugural SOWTH Conference,**  
a three-day gathering of over 1,000 farmers and leaders committed to sowing a  
strong sustainable agricultural movement across the South.

## ABOUT SOWTH

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Recognizing the evolving complexity and collaborative nature of food system work, this regional gathering will convene farmers, ranchers, and advocates from 13 Southern states, the Virgin Islands, and Puerto Rico to learn, build partnerships, share resources, and strengthen our collective vision and action.

Replanting the spirit of past regional conferences hosted by the Southern Sustainable Agriculture Working Group (SSAWG), SOWTH is being collaboratively planned by a representative steering committee and 100 partner groups and allies. Embracing a forward-looking approach, it will focus on equity, farmer prosperity, climate resilience, environmental renewal, and community partnership. The ultimate vision is for the event to rotate among different host organizations and sites throughout the region.

This is a gathering of farmers, chefs, academics, students, eaters, business professionals, changemakers, funders, and more. This is the germination of bolder collective action for positive change. This is SOWTH!

## ABOUT OUR 2025 HOST

Georgia Organics is a dynamic statewide nonprofit investing in organic farmers and community allies to cultivate a strong local food movement. While Georgia Organics was officially founded in 1997, its roots go back to the 1970s as an association of growers who recognized the power of collective action. Today, Georgia Organics continues to champion this ethos to support its mission to invest in farmers for the health of our communities and the land.



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## REGIONAL STEERING COMMITTEE

**Brennan Washington**, Chair  
Southern SARE (SE Region)

**E'licia Chaverest**  
Strategic Alignment Network (AL)

**Kandi Williams**  
University of Arkansas-Pine Bluff

**Jennifer Taylor**  
Florida A&M University (FL) /  
Georgia Organics (GA)

**Sagdrina Jalal**  
Sage D Consulting (GA)

**Ashley Smith**  
Black Soil KY

**Angela Comeaux**  
Intertribal Agriculture Council (LA)

**Bahia Nightengale**  
Louisiana Central

**Elizabeth Myles**  
Alcorn State University (MS)

**Adolfo Alzuphar**  
National Young Farmers  
Coalition (NC)

**Mary Beth Miller**  
Carolina Farm Stewardship  
Association (NC)

**Zacha Muñiz**  
Rural Advancement Foundation  
International (NC)

**David Redhage**  
Southern SARE Professional  
Development Program (OK)

**Veronica Dominguez**  
COSSAO (PR)

**Najmah Thomas**  
South Carolina Black  
Farmers Coalition

**Jason DeKoff**  
Tennessee State University

**Natalie Ashker SeEVERS**  
Tennessee Local Food

**Sue Beckwith**  
Texas Center for Local Food

**Pakou Hang**  
Hmong American Farmers  
Association (US)

**Duron Chavis**  
Sankofa Farms (VA)

**William Crutchfield**  
Virginia State University

**Vanessa Forbes**  
University of the Virgin Islands



## Sponsorship Packages

	<b>Cultivator</b> \$3,000	<b>Producer</b> \$5,000	<b>Steward</b> \$10,000	<b>Catalyst</b> \$25,000	<b>Pollinator</b> \$50,000
Logo and premier crediting as Conference Presenter on all conference signage and printed/digital materials and an opportunity to present three-minute introduction to your company at conference's signature event					
Logo and premium crediting as Track Host on Track signage and all printed/digital conference materials and an opportunity to present two-minute introduction to your company before a conference meal or plenary					
Stand-alone thank you post on socials before and after conference					
Logo on website and all printed/digital materials and sponsorship signage					
Ad in conference booklet		<b>1/4 Page</b>	<b>1/2 Page</b>	<b>1/2 Page</b>	<b>Full Page</b>
Inclusion in all-sponsor thank you post on socials before and after conference					
All-Conference Passes	<b>2</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>6</b>
Name listing on website and all printed/digital conference materials and sponsorship signage					

All Sponsors receive a complimentary Expo Booth and two Expo Passes upon request. We are open to tailoring sponsorship benefits to meet your specific needs.

### Expo Packages

- Expo Booth: \$700
- Expo Booth for Producers, Farmers Markets, Nonprofits, and Government Agencies: \$500 (Email [emmy@georgiaorganics.org](mailto:emmy@georgiaorganics.org) for a link to a discounted registration!)
- Exhibitor Booths Include
  - Two Expo Passes
  - 10 x 10 Expo Booth (with pipe and drape)
  - 8 x 10 Table (undressed)
  - Two Chairs
  - Wifi
  - Light Refreshments in the Expo Hall during Expo Hours


**Add-Ons: + \$50 Electricity**

### Exhibitor Expectations

- Each booth includes two Expo Passes.
- You are expected to have an attendee at your booth during Expo hours from 8:00am – 5:00pm on Wednesday and Thursday, February 5 – 6.
- Exhibitors must load in at their scheduled load in time on Tuesday, February 4. There will be no Exhibitor load in on Wednesday or Thursday.
- Expo Passes do not include access to any Conference Sessions, Plenaries, or Meals.
- Light refreshments will be available throughout the day in the Expo Hall.



## By becoming a SOWTH 2025 Sponsor or Exhibitor, you can:

- ✔ Connect with the most dedicated soil-focused farmers and food system professionals in the South.
  - ✔ Boost community connection and awareness.
  - ✔ Support sustainability initiatives that make a real impact.
  - ✔ Stimulate sales.
  - ✔ Network and increase social and agricultural innovation.
  - ✔ Support scholarships for attendees.
  - ✔ Foster access initiatives like American Sign Language- and multi-lingual materials and sessions.
  - ✔ Promote your business or institution to a regional audience.
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Tap the marketing power of the steering committee and a regional network of over 100 organizations and allies!

### How many attendees?

1,000+

### Who are they?

50% - Farmers, Ranchers, and Fishers

20% - Ag and Environmental NGOs and Government Agencies

15% - Researchers and Academics

10% - Business Professionals

5% - Students

### Where are they from?

90% - Southern US States and Territories

10% - Other US regions

### How will you reach them?

#### Organizational Emails to Aligned Subscribers and Constituents

- Georgia Organics: 16,000
- Steering Committee: 100,000+

#### Social Media Campaigns

##### Georgia Organics Reach

- Facebook: 33,000
- Instagram: 14,000
- LinkedIn: 1,100

##### Steering Committee Reach

- Facebook: 256,000
- Instagram: 139,000
- LinkedIn: 126,000

#### Media

Targeted press outreach to media outlets and influencers throughout the Southern region!



Join us!

Deadline to register as a sponsor or exhibitor:  
**Monday, December 9, 2024**



Contact Director of Development Emmy Carter at [emmy@georgiaorganics.org](mailto:emmy@georgiaorganics.org)