

December 14-16
Atlanta, Georgia

Hyatt Regency Atlanta
265 Peachtree Street NE

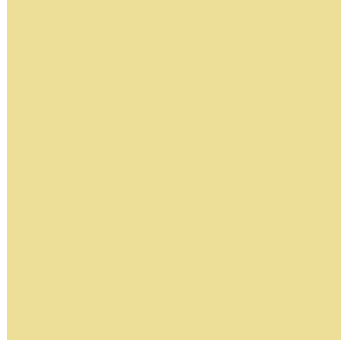


2017 Bi-National Domestic Fair Trade Conference

Linking Up: Creating Fair and Sustainable
Agricultural Supply Chains



dfta
DOMESTIC FAIR TRADE
ASSOCIATION



Building a Movement

Bi-National Domestic Fair Trade Association Conference

When there is so much wrong with our food system—corporate control and monopolization, abundance of unhealthy food and unsustainable production practices, unfair pricing for farmers, low wages and dangerous conditions for food and farm workers—it can be hard to believe that any other way of agricultural production is possible.

This year, the Domestic Fair Trade Association is hosting a conference with the theme *Linking Up: Creating Fair and Sustainable Agricultural Supply Chains* in order to remind us that there are alternatives to our current food

system and to inspire us to truly believe that these alternatives can become the norm.

Experts will gather to share concrete strategies and best practices for how all the sectors in our food system can work together to develop a vision for agricultural production that is based on health, sustainability, and justice.

Be Part of the Movement



Domestic Fair Trade Association

Who We Are

The Domestic Fair Trade Association is the primary thought leader on domestic fair trade and a crucial advocate for workers rights, fair prices for farmers, and environmental sustainability in the American and Canadian agricultural system.

We are a membership-based organization with 31 members spanning five stakeholder groups along the food chain—farmers, farmworkers, retailers, intermediaries (manufacturers, processors, and distributors), and NGOs.

The mission of the DFTA is to promote, educate, and advocate for an agricultural production system that meets the sixteen domestic fair trade principles identified by diverse stakeholders throughout the agricultural supply chain.

The DFTA facilitates connections between agricultural sectors in order to build resilient communities and improve food production so that the agricultural system is healthy, just, and sustainable.

The DFTA is the primary thought leader on Domestic Fair Trade

THE POTENTIAL

A Unique Opportunity for Our Partners

Develop Meaningful Connections

There is no other place where you can build deep relationships with farmworkers, farmers, retailers, NGOs, manufacturers, distributors, processors, *and* advocates.

Maximum Exposure

We only seek sponsors who are truly committed to our principles. As a sponsor, you will be able to expand consumer awareness and solidify your brand as a true supporter of a better food system.

Tailored Partnership

Tired of sponsorship benefits that don't fit your needs? The DFTA is excited to design a benefit package that meets your marketing goals.

Support Farmworkers and Farmers

There are few organizations in which farmworkers and small-scale farmers are meaningfully included. Supporting this conference means demonstrating your commitment to farmworkers and farmers having an equal say in how we build a fair and sustainable food system.



Bi-National Domestic Fair Trade Association Conference

Sponsorship Opportunities



Movement Builder: \$5,000 (only 5 left!)

- Opportunity for on-site presence during the conference
- Half page advertisement in the conference program
- Premium placement on all promotional materials
- Sponsor mention during the awards event and "Thank You" email
- Prominent logo placement at awards dinner
- Social media inclusion leading up to and during the event
- Complimentary meeting registration for 3 participants



Nourisher: \$3,500 (only 4 available!)

- Be 1 of only 2 featured sponsors at one of our conference lunches
- Logo featured on screen during the sponsored lunch
- Recognition as a sponsor in the conference program
- Social media inclusion leading up to and during the event
- Recognition in DFTA's e-newsletter, promotional materials, and website
- Complimentary meeting registration for 2 participants



Advocate: \$2,000

- Recognition as a sponsor in the conference program
- Recognition in DFTA's e-newsletter, promotional materials, and website with logo
- Complimentary meeting registration for 2 participants



Friend: \$1,000

- Recognition as a sponsor in the conference program
- Complimentary meeting registration for 1 participant

More Opportunities to Support 2017 Domestic Fair Trade Association Conference



Smaller Donations

It can be difficult for small-scale farmers and farmworkers, who are often low-income and people of color, to attend events such as our conference.

Your donation, no matter how small, will go a long way in helping us meet our goal of making the DFTA conference accessible to all.

Gifts of \$200-\$1000 will receive recognition in our conference program and allow us to provide travel assistance to farmers and farmworkers.



Silent Auction

The DFTA is currently searching for prizes to include in our silent auction.

Gift baskets, single items, coupons, and gift cards all make great prizes! Donating is a great way to broaden consumer awareness for your product and contribute to a fun part of the conference.

Last year's silent auction helped us raise over \$700 for our movement! This year we would like to raise even more. Consider donating today to help us reach our goal!



In-Kind Donations

Our conference is an opportunity to highlight fair trade, organic, and sustainable products. By providing in-kind food and beverage support, you will allow us to demonstrate how wonderful these products are.

Breakfasts foods, coffee, tea, chocolate, food for breaks, and desserts are most appreciated!

Besides food, there are also other opportunities to provide in-kind goods. Contact us now for more details!

DFTA CONFERENCE

2016 Sponsors & Contributors

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MAGIC



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100% fairDeal
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a VOICE for working America



KEVITA



UFCW
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**HOUSE SPIRITS
DISTILLERY**



Frey
Frey Wineryards



United for Health, Justice, and Sustainability



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