

GRASSWORKS GRAZING CONFERENCE 2026



SPONSORSHIP BROCHURE

January 22-24, 2026 | La Crosse Center, La Crosse, WI

CONFERENCE AT A GLANCE

About GrassWorks

GrassWorks is a grassroots membership organization that provides leadership and education to farmers and consumers for the advancement of managed grass-based agriculture to benefit present and future generations. As a 501(c)3 non-profit organization, GrassWorks links farmers with the resources they need to be successful graziers. The GrassWorks Grazing Conference is GrassWorks' signature event: an annual 3-day learning and community building experience.

About the Grazing Conference

We are so excited to gather for our 34th annual GrassWorks Grazing Conference at the La Crosse Center in La Crosse, WI from January 22-24, 2026.

GrassWorks Grazing Conference 2026 will include the amazing mix of sessions, networking opportunities, and delicious meals (featuring grass-fed meats and local foods of course) that attendees and sponsors alike have come to expect.

2026 Theme: Pastures to Prosperity: Building financially smart grazing systems for today's land stewards

The 2026 conference theme is *Pastures to Prosperity* and accordingly the conference will feature sessions that explore profitability, starting with good management. This event is designed for farmers and graziers looking to sharpen their business skills, analyze their numbers, and improve grazing systems from the ground up.

Hotel Reservations

There are 3 options for Hotel blocks for the Conference this year. The Radisson, (connected to La Crosse Center via Skywalk), Pearl Street Hotel and Suites and Home2Suites by Hilton. Reservation blocks will be released after **December 21st, 2025**. Follow this link to choose your hotel and make your reservation for the Conference. <https://explorelacrosse.sendsites.net/L/Rate-Sheet/F/3823667062/P/GrassworksConferenceEf28>



WHY SPONSOR?

CONNECT

The GrassWorks Grazing Conference offers a unique opportunity to engage with passionate graziers, technical experts, agency staff, support organizations, students, and more. We anticipate over 350 attendees for the 2026 conference, most of whom are farmers eager to learn, connect, and find inspiration. Your support helps ensure this event remains a cornerstone of the grazing community year after year!

PROMOTE

Each year, our attendees emphasize the value and impact of connecting in person. The GrassWorks Grazing Conference provides an excellent opportunity to showcase your brand and organization directly to our participants. We carefully design the exhibition space and program to foster meaningful connections, not just among attendees, but also with you—our valued sponsors and exhibitors.

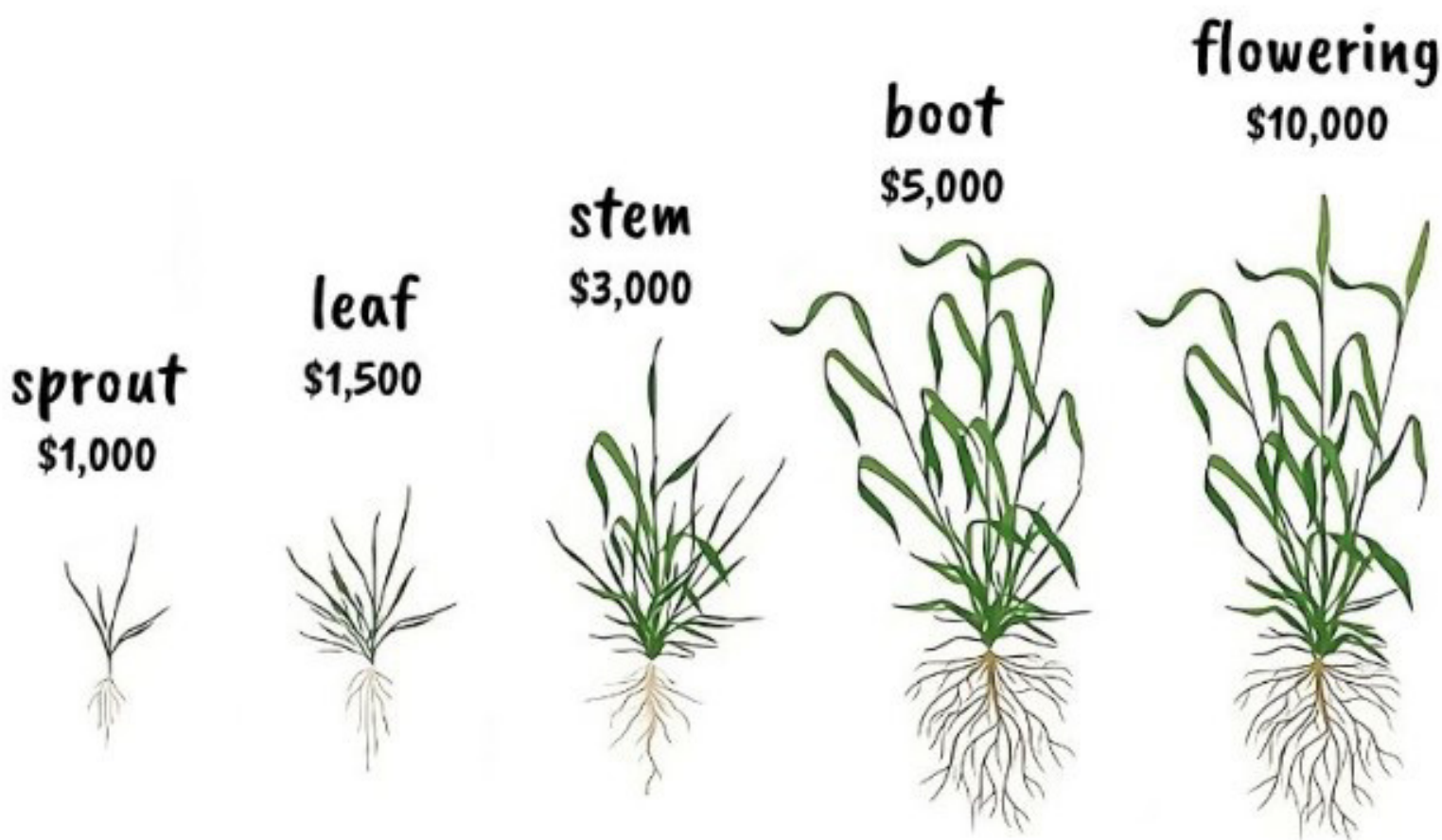
SUPPORT

GrassWorks, Inc. is a non-profit organization, and the success of this incredible conference is made possible by the support of businesses and organizations like yours. By sponsoring the GrassWorks Grazing Conference, you contribute to the growth of managed grass-based agriculture, benefiting both present and future generations. This annual event is truly special, and we are grateful for your help in advancing our mission!

2026 Sponsorship Levels

We're excited to share our sponsorship levels for the 2026 GrassWorks Grazing Conference. Our tiers, Sprout, Leaf, Stem, Boot and Flowering illustrate the natural cycle of growth and the shared journey of building resilient, thriving grazing systems. Each level provides unique opportunities for sponsors to connect with our community of graziers, innovators, and advocates.

For those looking to make the greatest impact, the \$10k Flowering level offers the exclusive opportunity to address attendees during a plenary session. Placing your brand at the center of our movement for sustainable farming.



Check out details for each sponsorship level on the following page. Please reach out to the conference planning team at conference@grassworks.org if you need assistance in determining what sponsorship level is right for your organization.

[CLICK HERE TO REGISTER AND PAY ONLINE!](#)

SPONSORSHIP OPPORTUNITIES

Check out the sponsorship packages below. All packages provide an array of opportunities to get your brand and unique services and offerings in front of our graziers. **These packages are a starting point.** Feel free to reach out to us to customize your sponsorship experience to best meet your needs!

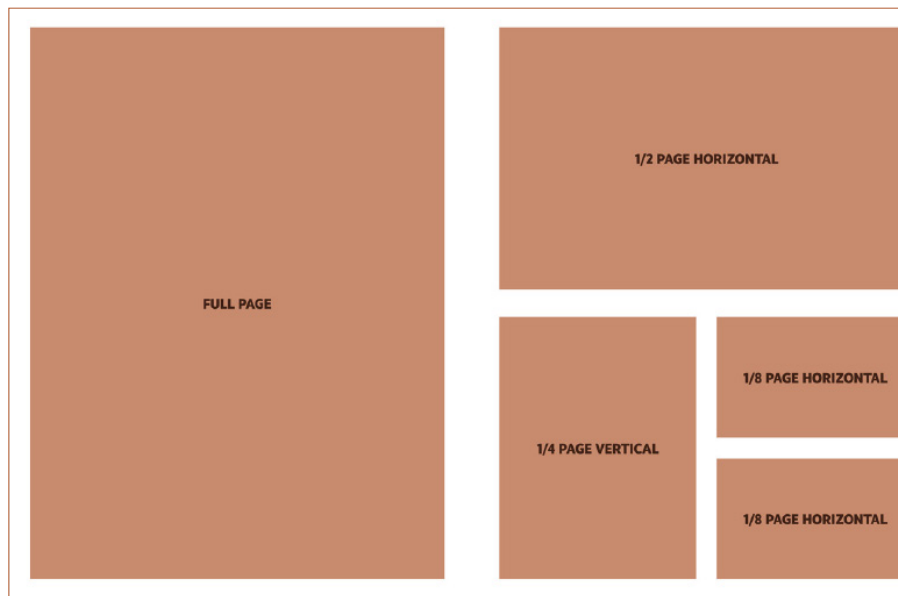
Opportunity	Flowering	Boot	Stem	Leaf	Sprout	Nonprofit
Online Promotion						
Shoutout on GW FB page (1400 members) and Ask-a-Grazier FB Group page (800+ members)	2 Individual Sponsor Posts Per Platform	X	X	X		
Recognition on the conference website	Large logo on event page	Large logo on event page	Medium logo on event page	Name on event page	Name on event page	Name on event page
Conference Mailer						
Recognition in conference mailing	X	X	X			
Conference Registrations						
Conference Pass(es) worth \$250 (now w/lunches and dinners for each attendee.)	6	4	3	2	1	1
Conference (on-site)						
Promotion at the general session. Banner display and 2-5 minutes to speak at banquet	X 5 minute attendee address	X 2 minute attendee address				
Full slide in mealtime slideshow.	X	X	X			
Announcement of partnership at conference	X	X	X	X	X	
Inclusion on poster at main registration desk	Large logo	Large logo	Medium logo	Small logo	Small logo	Name listed
Exhibition space	double booth	X	X	X	X	X
Conference Program						
Ad in the printed conference program (Due Date: December 15th)	Full page in full color	Full page in full color	1/2 page	1/4 page	1/8 page	
Recognition in conference program	Large logo	Large logo	Medium logo	Small logo	Small logo	Name listed
Price	\$10000	\$5000	\$3000	\$1500	\$1000	\$300

[CLICK HERE TO REGISTER AND PAY ONLINE!](#)

PROGRAM ADVERTISING

If you are unable to sponsor, you can effectively reach our audience with your advertisement in the printed conference program which is distributed to each attendee. All advertising will be well positioned within the publication.

Size	Dimensions	Amount
1/8 page horizontal	3.5625" W x 2.1875" H	\$75
1/4 page vertical	3.5625" W x 4.75" H	\$150
1/2 page horizontal	7.5" W x 4.75" H	\$250
Full page	7.5" W x 10" H	\$400



You must provide your own ad by 12/15/2025. Please submit your print ad as a high resolution (300 dpi or higher) JPEG, PNG or PDF file in CMYK color space. Questions and ad files can be sent directly to conference@grassworks.org.

SILENT AUCTION

To enhance your sponsorship package and get your brand in front of our attendees, also consider contributing to our silent auction. We welcome contributions of any value.

Reach out to conference@grassworks.org to discuss ideas or include a note within your registration indicating what you are interested in including! There will also be opportunities closer to the conference to solidify silent auction contributions.

[CLICK HERE TO REGISTER AND PAY ONLINE!](#)

TRADESHOW

Exhibitor booths are included within all sponsorship packages, but you can reach our amazing community of graziers by also securing a booth at our tradeshow as a standalone opportunity. Standard booths cost \$550. Double booths* are available for \$750. Nonprofits may exhibit at a new nonprofit rate of \$300. *As space is available.

Exhibitor Booth

- Commercial Booth space is 10 feet wide by 8 feet deep.
- Includes one 8' skirted table and two chairs.
- Electrical hookup available with advance request (*as space allows).
- **Reminder: booth price does not include dinners. Dinners must be purchased during registration. (One conference registration w/lunches provided for each Exhibitor)**
- Please staff your booth during planned exhibit hours (note: you are not required to staff your booth during sessions or meals).

Planned Exhibit Hours*

Thursday, January 22nd: 2:00 pm - 6:00 pm

Friday, January 23rd: 8:00 am - 6:00 pm

Saturday, January 24th: 7:30 am - 11:30 am

**Hours are subject to change*

Set-up: Thursday, January 22th by 12:00 pm

Tear Down: Saturday, January 24th between 11:30 am and 2 pm

Exhibitor/Sponsor Rules and Regulations

Please review these rules and regulations carefully, your signature on the application binds you and your company to this contract and the terms expressed herein.

Brand & Materials: The Sponsor grants GrassWorks a limited license and right to make use of Sponsor's logos and company name as outlined in this agreement for promotional purposes.

Sales: Sales are permitted at exhibitor booths, but all merchandise and services must pertain to grazing, as determined by GrassWorks. All sales must be in compliance with applicable laws. If you sell merchandise at the conference, you need to be registered with the State of Wisconsin's Department of Revenue and be able to provide proof of Wisconsin Sales Tax ID.

Liability: Exhibitor hereby assumes all responsibility and agrees to indemnify, defend, and hold harmless GrassWorks, its officers, members, employees, agents and assigns and La Crosse Center its officers, directors, damages, penalties, liabilities, costs and expenses (including reasonable attorney's fees and court costs) asserted against or incurred by GrassWorks, or La Crosse Center by reason of or arising out of the use, ownership or operation of the exhibition premises. This indemnification shall not apply to any claim or action which results from the negligence or intentional act of GrassWorks or La Crosse Center.

Terms of Payment: Sponsor fees shall be received by GrassWorks by December 1, 2025 to have logo included in the conference mailing. Sponsor fees shall be received by January 5, 2026 to receive recognition as outlined in the Sponsorship Opportunities. Exhibitor fees shall be received by GrassWorks by January 5, 2026. GrassWorks reserves the right to decline any exhibitor.

Exhibitor Cancellations & Refunds: All requests for refunds must be submitted via email to conference@grassworks.org. Cancellation requests received prior to January 5, 2026 will be eligible for a 50% refund of all monies paid. No refunds will be issued after January 5, 2026.

[CLICK HERE TO REGISTER AND PAY ONLINE!](#)

SPONSOR REGISTRATION

How to Register

You have 3 different options to register as a sponsor, exhibitor, or advertiser.

1. Register and pay via credit card online here. (**Preferred option**)
2. Fill out the form on the following page and email to conference@grassworks.org (select payment method on form)
3. Print out the form on the following page and mail to GrassWorks (select how you'd like to pay in the form)

Key Dates to Remember

- **11/30/25:** Final day to register as a Flowering or Boot Sponsor to include logo in Conference Mailing (+ deadline to submit logo!)
- **12/15/25:** Final day to register as Sponsor to include logo and ad in Conference Program (+ deadline to submit logo and ad artwork)
- **12/21/25:** Final day to reserve a room within the hotel block
- **1/5/26:** Final day to register as a Sponsor or Exhibitor!
- **1/22-1/24:** Annual GrassWorks Grazing Conference at La Crosse Center

For our Non-Profit Partners - New Non-Profit Partner Pricing!

Non-profits can now exhibit at their own table for a reduced non-profit partner price of \$300. This pricing includes conference registration and lunches and dinners for 1 attendee.

Additionally, we will host a large 'share' table at the conference where you can drop off (at no cost) resources and publications relevant to our grazing community.

2026 GRASSWORKS GRAZING CONFERENCE SPONSORSHIP REGISTRATION

Company/Organization:

Address: City: State: Zip:

Contact Name:

Additional Notes:

Contact Email:

Contact Phone:

Once conference registration opens for attendees, all sponsors and exhibitors will be provided with a coupon code to register their attendees that are covered by the sponsorship/exhibitor package. At that time, you can also pay for additional conference passes and meal tickets, if desired.

SPONSORSHIP PACKAGE:

☐ Flowering Sponsor: \$10,000

☐ Boot Sponsor: \$5,000

☐ Stem Sponsor: \$3,000

☐ Leaf Sponsor: \$1,500

☐ Sprout Sponsor: \$1000

☐ Non-Profit Exhibitor: \$300

☐ Commercial Exhibitor: \$550

***Does not include dinners**

☐ Upgrade my Tradeshow space to a Double Booth: \$200 extra (as space is available)

Electrical Hook-up Required: Yes ☐ No ☐

**Lunches and dinners now
included with
sponsorships!**

IN-KIND DONATIONS:

Do you plan to contribute in-kind to the Silent Auction? If yes, list here what you plan to donate and the estimated value.

Do you plan to contribute food in-kind for conference meals and snacks? If yes, list here what you plan to donate and the estimated value.

PROGRAM ADVERTISING:

☐ Full page: \$400

☐ 1/2 page horizontal: \$250

☐ 1/4 page vertical: \$150

☐ 1/8 page horizontal: \$75

SPONSORSHIP TOTAL:

PAYMENT TYPE:

☐ Check enclosed made out to GrassWorks, Inc.

☐ Would like to be invoiced

Your signature binds you and your company to this contract and the terms expressed within.

Authorizing Signature: Date:

Email form to conference@grassworks.org OR mail to GrassWorks, E17995 Western Rd., Hillsboro, WI 54634

THANK YOU FOR YOUR SUPPORT!

Contact Jaime & Taylor, the 2026 Conference Planners at conference@grassworks.org if you have any questions.

