



GrassWorks

**2027 GRAZING
CONFERENCE**

LA CROSSE, WI

SPONSORSHIP OPPORTUNITIES

JANUARY 21-23

**La Crosse Center
La Crosse, WI**

GrassWorks



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 21-23, 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.

2027 THEME: "CONNECTED BY GRAZING, STRENGTHENED BY COMMUNITY"

The 2027 conference theme is "Connected by Grazing, Strengthened by Community" and accordingly the conference will feature sessions that explore **the natural community we support, the human community we are part of.**

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 400 attendees for the 2027 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!

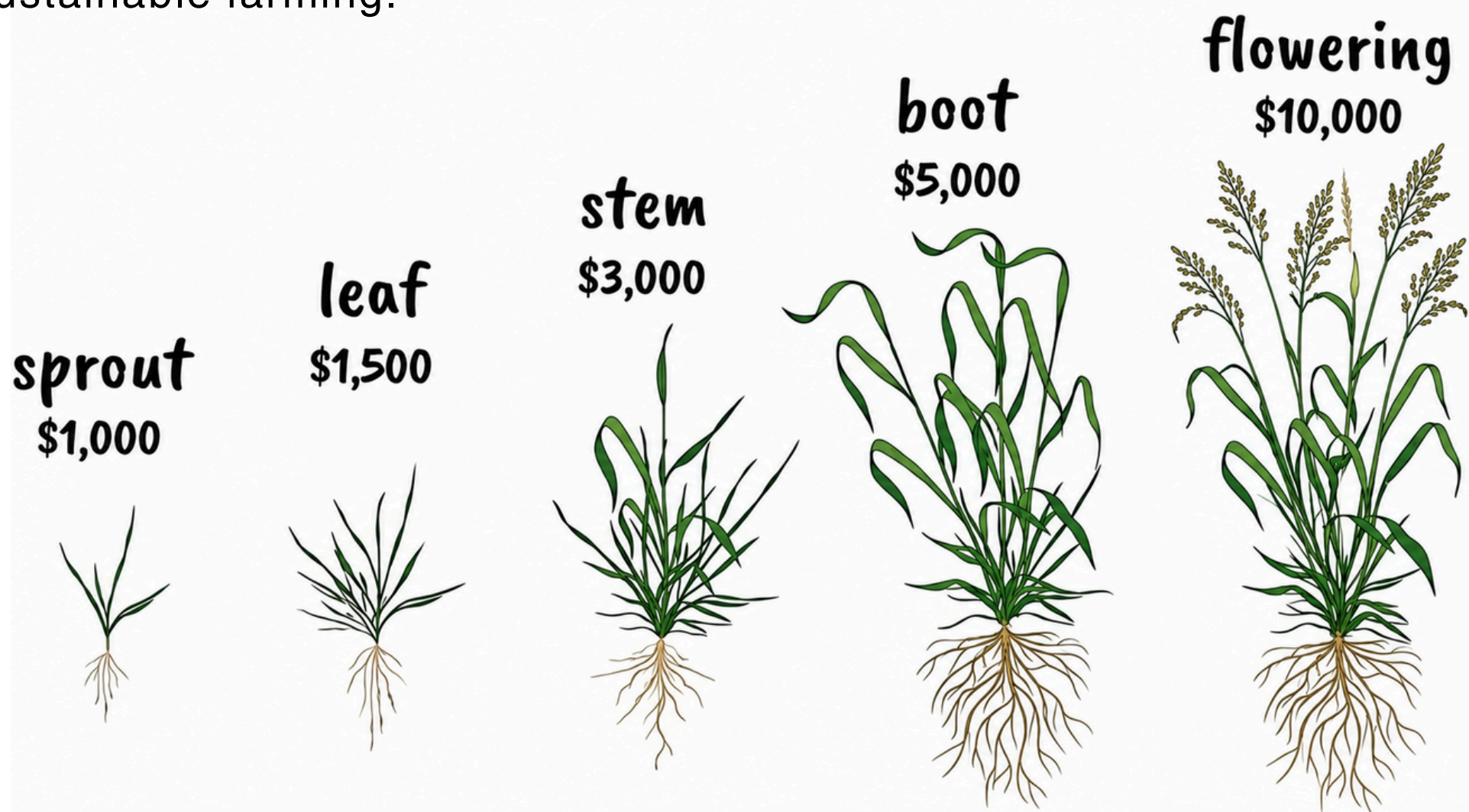
2027 SPONSORSHIP LEVELS

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We're excited to share our sponsorship levels for the 2027 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

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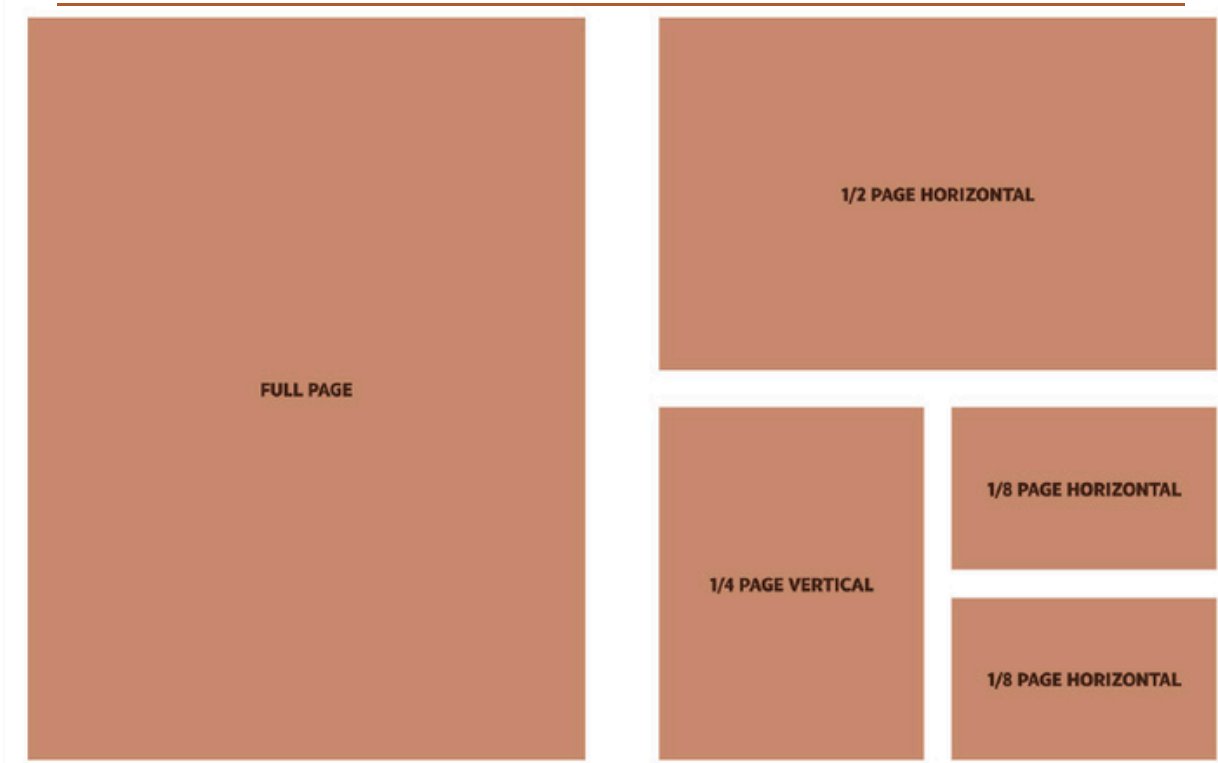
Check out the sponsorship packages below. All packages provide an array of opportunities to get your brand and unique services and offerings in front of our graziers. **These packages are a starting point.** We invite you to reach out to us to customize your sponsorhsip experience to best meet your needs!

Opportunity	Flowering	Boot	Stem	Leaf	Sprout	Nonprofit
Online Promotion						
Shoutout on GW FB page & Ask-a-Grazier FB Group page	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 the conference mailer	X	X	X			
Conference Registrations						
Conference passes worth \$250+	6	6	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: December 15th)	full page full color	full page full color	½ page	¼ page	⅛ page	
Recognition in conference program	Large Logo	Large Logo	Medium Logo	Small Logo	Small Logo	Name Listed
Price	\$10,000	\$5,000	\$3,000	\$1,500	\$1,000	\$350

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 12/1/2026. 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.

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TRADE SHOW

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Exhibitor booths are included within all sponsorship packages, but you can reach our amazing community of graziers by also securing a booth at our trade show as a standalone opportunity.

- Standard booths cost \$600
- Double booths are available for \$750
- Nonprofits may exhibit at a nonprofit rate of \$350

Exhibitor Booth Specifications:

- 10 feet wide by 8 feet deep
- Includes one 8' skirted table and two chairs
- Electrical hookup available with advance request
- Conference registration and lunch is included, per sponsor level
 - Reminder: booth price does not include any dinners
 - These must be purchased separately
- Please staff your booth during planned exhibit hours
 - you are not required to staff your booth during sessions or meals



Planned Exhibit Hours*

Thursday, January 21st: 2:00 pm - 6:00 pm

Friday, January 22nd: 8:00 am - 6:00 pm

Saturday, January 23rd: 7:30 am - 11:30 am

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EXHIBITOR/SPONSOR RULES AND REGULATIONS

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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, 2026 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 4, 2027 will be eligible for a 50% refund of all monies paid. No refunds will be issued after January 4, 2027.

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HOW TO REGISTER

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

- Register and pay via credit card online here.
 - (Preferred option)
- Fill out the form on the following page and email to conference@grassworks.org
 - (select payment method on form)
- 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:

12/1/26:

Final day to register as Sponsor to include logo and ad in Conference Program

1/7/27:

Final day to register as a Sponsor or Exhibitor!



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2027 GRASSWORKS GRAZING CONFERENCE SPONSORSHIP REGISTRATION

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Today's Date: _____

COMPANY/ORGANIZATION: _____

Address: _____

City/State: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____



SPONSORSHIP LEVELS:

☐ Flowering Sponsor \$10,000

☐ Boot Sponsor: \$5,000

☐ Stem Sponsor: \$3,000

☐ Leaf Sponsor: \$1,500

☐ Sprout Sponsor: \$1000

☐ Non-Profit Exhibitor: \$350

☐ Commercial Exhibitor: \$600 ☐ Electrical Hook-up

PROGRAM ADVERTISING:

☐ Full Page: \$400

☐ ½ Page horizontal: \$250

☐ ¼ Page Vertical: \$150

☐ ⅛ Page horizontal: \$75

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 estimate 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 estimate value:

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: _____

Email form to: conferece@grassworks.org OR mail to Grassworks, E17995 Western Rd.
Hillsboro, WI 54634



THANK YOU FOR YOUR SUPPORT!

Please contact Kristy or Michael, the 2027 Conference Planners
with any questions at conference@grassworks.org

