

# Harmony in Food and Farming

Llandovery College, Llandovery  
July 10-11th 2017

## Conference Support and Sponsorship Options

Dear SFT supporter,

I am writing to ask whether you might be willing to consider becoming a sponsor of the Harmony in Food and Farming conference.

As you can imagine, the costs of putting together an event like this are not insignificant, not least because of the wide range of themes we will be exploring, involving up to 70 speakers, as well as the important emphasis we will be placing on the quality and provenance of the food, the field trips and the cultural elements of the programme.

In addition to the support and in-kind sponsorship that has already been pledged, we still need to raise further funds in the region of £50,000 to ensure the event fully covers its costs and will not put a strain on our organisational resources. Accordingly, we are offering a number of support and sponsorship options to fill this gap, as follows:

**Option 1: Harmony Conference Circle** - A donation towards the core costs of the event. For instance, if we could secure 10 donors averaging £5000 each, this would ensure that we can balance the conference budget.

**Option 2: Programme Elements** - A secondary sponsorship option at a lower level could be targeted at one of the component elements of the event, for instance the 'slow food' dinner taking place on the evening of the 10th July, the field trips, the end of conference celebration party at Holden Farm Dairy on the evening of the 11th, or the conference cultural programme.

**Option 3: Assisted Places** - In order to ensure that ticket cost should not be a barrier to participation, a further option would be to provide a donation which would enable us to offer a number of assisted places, either to targeted individuals, a group of your choosing, or towards a general assisted places fund.

If you are able to support the event, this would of course be acknowledged in the conference programme and promotional material, unless of course you would rather it remained anonymous.

Any support you can offer towards covering the conference costs would be enormously appreciated.

Kind regards,



Patrick Holden  
Chief Executive of the Sustainable Food Trust