



Join Us!

Rappahannock County is a treasure trove of farms, orchards and some of the Commonwealth's finest artisanal wineries. Now in its third season, the 2011 Rappahannock County Farm Tour will showcase these agricultural venues during the weekend of September 24 – 25.

Once again, net proceeds from the Farm Tour will benefit the Rappahannock County Farmland Preservation Program, an organization dedicated to supporting our local agricultural economy and preserving the open lands and luminous mountain views we all enjoy.

More than ever we need your support! We invite you to participate as a sponsor of the Rappahannock County Farm Tour at one of the many levels offered in the attached Sponsorship Form. Benefits for each sponsorship level are described.

This year for the first time, tour-goers can buy farm tour tickets one of three ways: online at farmtour.visitrappahannockva.com, at one of several participating Farm Tour venues, or at The Link in Sperryville, where they can also buy local products at the "All Things Rappahannock" market. Once again we will tempt leaf-peepers of all ages to visit Rappahannock County and personally experience what the *Buy Fresh/ Buy Local* movement is all about. Rappahannock farms, orchards, horticulture nurseries, and wineries—as well as farm-to-table student programs, farm buyers clubs, and environmental organizations—will participate in this countywide, family-friendly farm tour.

As a sponsor, your organization will reach audiences composed of affluent food and wine aficionados and families from the Piedmont, Northern Virginia, and the Greater Washington, DC area who are interested in learning more about agriculture, agro-tourism and local foods in our region – as well as practical information they can use in their daily lives and their gardens. A strong media campaign, a vibrant website presence, targeted e-mail communication, signage, marketing materials and event program will carry your message of support for sustainable, green products and lifestyles.

Please join us by sponsoring this marvelous event, which includes your ad in our souvenir program, available both online and on the tour. The region's local food movement has never been stronger. By partnering together, we will generate awareness and attention sure to positively impact our community and your organization.

A sponsorship form and ad specifications are included herein. The deadline for ad submissions is August 5, 2011. To become a sponsor, please contact Hazel Zinn-Day by email at farmads@visitrappahannockva.com or by phone at 540-937-3185. Many thanks for your consideration!

Rachel Bynum, Chair
Rappahannock County Farm Tour

Rappahannock County Farm Tour Weekend Sponsorship Levels

Please select the sponsorship level that best suits your organization:

County Hero (\$1,500 and above)

Full page ad in Farm Tour Weekend Program
Twelve tickets to Rappahannock County Farm Tour
First-tier logo on event website with link to your website
First-tier acknowledgment in signage on site at the All Things Rappahannock Market

Farm Land Protector (\$750 - \$1,499)

Six tickets to Rappahannock County Farm Tour
½ page ad in Farm Tour Weekend Program
Second-tier logo on event website with link to your website
Second-tier listing in signage on site at the All Things Rappahannock Market

Pioneer (\$500- \$749)

Four tickets to Rappahannock County Farm Tour
1/3 page ad in Farm Tour Weekend Program
Third-tier logo on event website with link to your website
Third-tier listing in signage on site at the All Things Rappahannock Market

Farm Manager (\$350 - \$499)

Two tickets to Rappahannock County Farm Tour
¼ page ad in Farm Tour Weekend Program
Fourth-tier listing on signage at the All Things Rappahannock Market

Farm Hand (\$200-\$349)

1/6 page ad in Farm Tour Weekend program
Two tickets to Rappahannock County Farm Tour
Fifth-tier logo on event website with link to your website
Fifth-tier listing on signage at the All Things Rappahannock Market

Friend (\$150 - \$199)

Two tickets to Rappahannock County Farm Tour
1/8 page ad in Farm Tour Weekend Program
Name listed on event website
Sixth-tier listing on signage at the All Things Rappahannock Market

Donor (\$50- \$149)

Two tickets to Rappahannock County Farm Tour
Name listed in Farm Tour Weekend Program

To claim your place as one of our valued Rappahannock County Farm Tour supporters, please complete the form below. Mail with your signed check made out to **Treasurer, County of Rappahannock** (Note "Farm Tour Account" on check). Send to address below. For more information, contact Hazel Zinn-Day at farmads@visitrappahannockva.com or 540-937-3185.

2011 Rappahannock Farm Tour Sponsorship Form

Name _____
Business, Organization, Private Donor _____
Address _____
Web Site: _____
Phone _____ Email _____
Sponsorship Level (see above) _____
Comments _____

Amount Encl. (payable to Treasurer, County of Rappahannock. Note: Farm Tour Account) _____

Mail to: Rappahannock County Farm Tour, Attention: Hazel Zinn-Day, PO Box 519, Washington, VA 22747



Farm Tour Program Ad Sizes, Specifications and Submission Deadline

	Width	Depth
Full-page bleed size	8 3/4"	11 1/4"
Full-page trim size	8 1/2"	11"
Full-page non-bleed size	7 1/2"	10"
1/2 – page	7 1/2"	4 3/4"
1/3 – page vertical	2 1/4"	10"
1/3 – page horizontal	4 7/8"	4 3/4"
1/4 – page vertical	2 1/4"	7 1/4"
1/4 – page horizontal	4 7/8"	3 1/2"
1/6 – page vertical	2 1/4"	4 3/4"
1/6 – page horizontal	4 7/8"	2"
1/8 – page	2 1/4"	3 1/4"

For full-page ads with bleeds: Bleeds should be exactly 1/8" outside the page image area. Live copy should be 1/4" inside trim.

Press quality PDF format preferred. JPG, EPS and TIF files also accepted. Minimum resolution of 300 dpi. Four-color process (CMYK). Fonts MUST be embedded or outlined. All art (photos, logos, etc.) must be set to CMYK colors. Publication trim size is 8 1/2" by 11".

Ad Submission Deadline is August 5, 2011

Email Ads To: designer@visitrappahannockva.com