

Ag  **2008**
Growing with Intention

September 4 & 5, 2008
Hawaii Convention
Center

Conference Hosts

*Hawaii Department of
Agriculture*

*University of Hawaii
College of Tropical
Agriculture and Human
Resources*

*Hawaii Farm Bureau
Federation*

*Agriculture Leadership
Foundation of Hawaii*

Conference Chair:
Diane Ley

Conference Co-Chair:
Tova Callender

Committee Members:
*Donna Ching
Miles Hakoda
Jim Hollyer
Matthew Loke
Nancy Ralston
Alan Takemoto
Brian Miyamoto
Eleanor Nakama-Mitsunaga*

Conference Associates:
*The FundDevelopment Group
Aloha Marketing, LLC
University of Hawaii
Conference Center*

Conference Administration:
Kim Coffee-Isaak

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(808) 947-2914
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2008 Hawaii Agriculture
Conference c/o ALFH,
99-193 Aiea Hts Drive, #300A,
Aiea, HI 96701

Dear Potential Hawaii Agriculture Sponsor:

We are pleased to announce that Hawaii's premier agriculture conference, ***Hawaii Agriculture Conference 2008 – Growing with Intention***, will take place on September 4 - 5, 2008, at the Hawaii Convention Center.

The hosts of the conference, Agricultural Leadership Foundation of Hawaii; the Hawaii Farm Bureau Federation; the University of Hawaii - College of Tropical Agriculture and Human Resources; and the State of Hawaii Department of Agriculture share the goal of continuing to strengthen the agriculture sector by building entrepreneurial capacity and creating sustainable systems. With the softening of the economy, now is the time to commit resources to underpin and focus on the key components that support the diversity and entrepreneurial core of our agricultural businesses.

We know that a strong agricultural industry will be of benefit to you. This year's conference features four tracks designed to strengthen the agriculture sector and will include our annual luncheon featuring Hawaii cuisine with all Hawaii products. A new addition to the programming includes "Growing the Next Generation" intended to inspire, inform and engage Hawaii's high school students that agriculture is a viable and dynamic career opportunity. We anticipate a 10-15% increase in attendance. Our last conference drew over 300 program and over 600 luncheon attendees.

We invite you to join us as a sponsor of the conference. Please take a look at the sponsor levels and benefits listed on the attached form.

Thank you for your consideration of this request. Please contact us if you have any further questions about this opportunity.

Sincerely,



Diane Ley
Ag Conference Chair

Herbert "Monty" Richards
Conference Sponsorship Chair

Tova Callender
Ag Conference Co-Chair

Enclosures



2008 Hawaii Agriculture Conference: *Growing with Intention* Sponsorship Benefits

2008 Hawaii Agriculture Conference: *Growing with Intention* is scheduled for September 4 & 5 at the Hawaii Convention Center. The All Ag Day is on Thursday Sept. 4, 2008. A second day, Friday Sept. 5, 2008, is reserved for commodity groups and agricultural associations to plan events for their specific needs. Both days will be organized and promoted together. 2008 Hawaii Agriculture Conference will feature Keynote Speakers, Seminars and Workshops, a 2-day Tradeshow, *Growing the Next Generation*, and, of course, the wonderful Hawaii Food and Agriculture Products Luncheon.

Ilima Conference Sponsor \$5,000

- Ten (10) VIP seats (one table) in a reserved section at the luncheon
- Ten (10) Conference Passes
- Full page advertisement in the conference program book
- Tradeshow Booth
- Sponsor link to your website
- Appropriate recognition in all conference literature and promotional materials
- Company literature or promotional products included in conference bag

Pikake Conference Sponsor \$2,500

- Ten (10) VIP seats (one table) at the luncheon
- Four (4) Conference Passes
- Half page advertisement in the conference program book
- Tradeshow Booth
- Sponsor link to your website
- Appropriate recognition in all conference literature and promotional materials
- Company literature or promotional products included in conference bag

Hibiscus Conference Sponsor \$1,500

- Ten (10) VIP seats (one table) at the luncheon
- Two (2) Conference Passes
- Appropriate recognition in all conference literature and promotional materials
- Company literature or promotional products included in conference bag

Additional Sponsorship Opportunities

Growing with Intention: *A partnership with the Future Farmers of America:* help underwrite the travel and participation expenses for DOE High School Students enrolled in agriculture programs through out the state. A \$1,500 donation will underwrite participation of 5 students. Sponsor benefits include appropriate recognition in all conference literature and lunch for 2 with the students.

Media Sponsor: underwrite the cost of media promotions for the 2-day conference. Sponsor benefits are similar to Ilima Conference Sponsor but will be negotiated separately.

In-Kind Contributions: Conference Tote Bags, Printing, Leis, Luncheon table omiyage, Food Products for the Hawaii Food and Agriculture Products Luncheon



2006 Highlights

- Four days of related activities with over 600 attendees
- Educational tracks that included: Reduce Your Costs, Increase Your Revenue, New Paradigms and New Opportunities.
- Brent Warner, Industry Agritourism Specialist with the BC Ministry of Agriculture and Lands presented the plenary keynote speech - *The Diversified Agriculture Experience, Realities and Myths: Is there a place for Hawaii?*; sponsored by Kamehameha Schools
- 500 attendees at the Awards luncheon featuring locally grown Hawaii products
- Awards program honoring outstanding farmers and supporters of agriculture
- Over 30 exhibit booths featuring suppliers, services, farmers and supporters
- 34 sponsors supporting and attending the conference, luncheon and tradeshow
- Partnership with the Hawaii Farm Bureau Federation, Hawaii Floriculture Seminar and the Bioenergy Workshop

2006 Conference Sponsors

PROTEA SPONSOR

Kamehameha Schools

ILIMA SPONSOR

Alexander & Baldwin, Inc./A&B Foundation

FedEX

First Hawaiian Bank

Hawaii BioEnergy

Meadow Gold Dairies

Weyerhaeuser

Young Brothers, Ltd.

PIKAKE SPONSOR

Farm Credit Services of Hawaii, ACA

Hawaiian Earth Products

HEMIC

Maui Land & Pineapple Company, Inc.

Pioneer Hi-Bred International

Grove Farm Company

Mountain View Dairy

Ponoholo Ranch

Syngenta, Inc.

Times Supermarkets

United Agri Products

USDA/Farm Service Agency

DONATIONS AND IN-KIND

Detor & Williams, CPAs

Diamond Bakery Co., Ltd

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Hawaiian Host

Quality Graphics

HIBISCUS SPONSOR

Agro Resources, Inc.

Aloun Farms

Armstrong Produce

Bank of Hawaii

County of Kauai, Office of Economic Development

County of Maui, Office of Economic Development

Dole Food Company Hawaii

Gay & Robinson, Inc.



SPONSORSHIP PAYMENT FORM

Please mark your choice of Sponsorship:

- Ilima Conference Sponsor \$5,000
- Pikake Conference Sponsor \$2,500
- Hibiscus Conference Sponsor \$1,500
- Youth Job Fair \$1,500
- I am not able to attend, but wish to support Hawaii's agricultural industry by making a donation for \$_____.

Please make your check payable to: The Ag Conference

And mail to:

The Ag Conference
c/o ALFH
99-193 Aiea Heights Drive, Suite 300A
Aiea, HI 96701

Or fax to: (808) 947-2914

Or pay by credit card:

Circle: American Express / VISA / MasterCard / Discover

Number: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

Reservations for:

Company Name: _____

Contact Name: _____

Address: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Detailed Information about sponsorship benefits, including public acknowledgement, will be sent once payment has been received. In order for these details to be handled in a timely fashion, **please submit your payment by July 1, 2008.**

Mahalo for your Support!