

Family Photo before the 2025 OSGC Seed Swap
Photo by Matthew Stover of Delta Creative Agency

2027 Organic Seed Growers Conference

Sponsorship Packages, Trade Show Booths, and Program Ads

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Presented by Organic Seed Alliance in collaboration with North Carolina State University. All sponsor funds go directly to Organic Seed Growers Conference.

Who We Are

Organic Seed Alliance is a 501(c)(3) non-profit that serves growers working with seed across the U.S.

Our Mission

Organic Seed Alliance puts the power of seed into the hands of growers. Our work promotes an abundant and diverse supply of organic seed, tended in perpetuity by skilled, diverse and interconnected communities of seed stewards.

Our Vision

Seed grows an equitable, abundant and resilient future of food.

Our History

OSA was founded in 2003 when the organic farming movement was at a critical juncture, yet lacked formal instruction about organic seed improvement and production. Since then, OSA has taken action to connect seed growers, companies, researchers, and advocates to boost the availability of high-quality organic seeds for farmers.



Staff photo at the 2025 OSGC

The Conference

Organic Seed Alliance is celebrating over 20 years of collaborative research, education, advocacy, and convening the Organic Seed Growers Conference. The 2027 Conference will be our 13th biennial gathering by and for agroecological seed communities from the U.S. and worldwide. Participants will convene **March 24 – March 28, in-person at the Asheville Crowne Plaza in North Carolina, and March 30 - 31 for the Virtual Conference.** We invite you to be part of this powerful event that fosters timely conversations, educational training, and strategy sessions. The conference is promoted to a national and international network of seed growers, companies, researchers, advocates, and supporters, providing valuable brand visibility, community engagement, and lead generation opportunities within the organic consumer base.



Amirah Mitchell from Sistah Seeds at the 2025 OSGC Seed Swap

Sponsorship

Sponsorship is vital to collaborative planning and conference success. The sooner you commit, the longer your business or organization receives promotional recognition. Sponsorship acknowledgment will be added to digital platforms within one week of your commitment. Your support helps keep registration costs affordable and funds farmer and student scholarships.

Trade Show

The trade show is a venue to showcase products and services to a deeply engaged organic seed audience. For government, nonprofits, and businesses in seed, agriculture, and allied fields, this is an invaluable opportunity to increase visibility, connect with stakeholders, and promote offerings within this key community at the largest organic seed event in the U.S.

THE FUNDRAISING CYCLE

How Sponsors Power the Organic Seed Growers Conference

ORGANIC seed ALLIANCE

Early giving maximizes your impact & visibility.

The Organic Seed Growers Conference (OSGC) is only possible because of the generosity of sponsors like you. Your investment fuels every stage of the cycle — from early planning through post-event impact. Early commitment is essential to ensuring success and maximizing your visibility.

WHY EARLY GIVING MATTERS

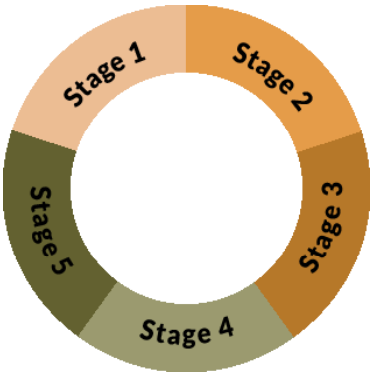
- **Maximum Exposure:** Pre-conference communications reach thousands of growers, advocates, and businesses.
- **Priority Placement:** High-visibility sponsorship slots to featured program mentions.
- **Momentum Building:** Inspire others to join us! You set the tone for a strong and successful campaign.

YOUR INVESTMENT AT WORK

- **Equitable Access:** Scholarships that enable over 200 growers and advocates to participate
- **High-Quality Programming:** Expert-led workshops, keynotes, and networking sessions.
- **Lasting Impact:** Resources, reports, and collaborations that live on after the conference.



Fundraising Cycle



Stage	When	How Your Support Is Used	Sponsor Benefits
1 Planning & Goal-Setting	12–18 months out	Securing venues, building a budget, and designing scholarships and programming.	Early recognition in announcements, planning, and stakeholder communications.
2 Outreach & Program Development	8–12 months out	Speaker support, session design, and national outreach.	Save-the-date promotions, digital campaigns, and early press.
3 Registration & Promotion	6–8 months out	Marketing, scholarships, and accessibility resources — ensuring wide and equitable participation.	Logo placement and sponsor mentions in registration materials and widespread digital promotions.
4 Conference Delivery	During the event	Venue costs, materials, scholarships, and event delivery.	High-profile visibility through signage, program ads, session sponsorships, and exhibit opportunities.
5 Post-Conference Impact	0–6 months after	Reporting, video recordings, resource-sharing, and evaluation — ensuring long-term impact.	Recognition in post-conference reports, newsletters, and materials that reach thousands.

Your early commitment as a sponsor ensures the conference is well-resourced, inclusive, and impactful — while providing your organization with the **broadest and most sustained visibility possible.** Together, we can grow a stronger, more resilient organic seed community.

Contact aba@seedalliance.org to learn more about sponsorship or visit seedalliance.org/conference

Sponsorship Packages

Presenting Partnership: $50,000
Including all the benefit levels below, your organization will be represented in all marketing materials as a leading partner of the event.

	Seedhead	Pollinator	Seedling	Sprout	Sower
	$15,000.00	$10,000.00	$5,000.00	$2,500.00	$1,000.00
Presenting Sponsor Logo Premier exposure on all conference materials.					
Sponsor an Event Recognition of sponsorship of a meal, keynote address, social event, or farm tour of your choice.					
Trade Show Table Complimentary exhibit booth at the in-person conference trade show and space in the virtual trade show. ($325 Value)					
Ad Placement Ad placement in conference program (print and digital).	Full page	Half page	Quarter page	Quarter page	
Conference Tickets Complimentary registration and meal package for the main conference (Friday + Saturday).	4 tickets	3 tickets	2 tickets	1 ticket	
Logo on all Marketing Materials Placement on website, program, quarterly newsletters, conference communications & promotions.					Name only
Social Media Post Placement across our social media channels via cross-posting	4	3	2	1	1

Why Sponsor?



20,000+
Newsletter Audience



345,000+
Followers on Social Media Channels



75,000+
Annual Website Visitors



3,300+
Members of Organic Seed Commons

Trade Show Booths

The Trade Show will take place in person at the Asheville Crowne Plaza in Asheville, NC, as well as virtually during the virtual conference. Booths are limited and available on a first come, first served basis. Please contact Aba Kiser at **aba@seedalliance.org** before Dec. 1, 2026 to learn more and secure your space in the Trade Show today.

Government or Nonprofit Booth

$180

6’ Booth

Business Trade Show Booth

$325

6’ Booth

Why Participate?

Connect with The Community

Showcase your products and services to organic farmers, seed growers, researchers, and advocates from near and far.

Prime Location

Enjoy a central location within the conference venue, ensuring high foot traffic and visibility throughout the event.

Enhanced Engagement

Drive more traffic to your booth and encourage interaction with attendees.

Purchase Ad Space

Reach our conference attendees and our full network! Our program book is a printed and digital guide all attendees receive at the start of the conference. All advertisements are black and white unless specified otherwise. Ads must be submitted in high resolution greyscale, in one of these file formats: PDF, AI, EPS, PNG, JPG, PSD. Visit **seedalliance.org/conference-sponsorship-and-trade** for additional submission details.

Ad Size	Full Page	Half Page	Quarter Page
Price	$500	$300	$200
Dimensions	7″ x 9.5″	7″ x 4.5″	3.3″ x 4.5″



Rhys Thornvald-Hansen introducing the 2025 OSGC Seed Swap

Join Us at the Conference

Please contact Aba at **aba@seedalliance.org** to plan your involvement today.
Learn more about the Organic Seed Growers Conference at **seedalliance.org/conference**.