

YOUR



SPONSORSHIP



Target Audience: Families, Outdoor Enthusiasts, Youth Organizations, Community Members
Advertising Market: Capital Region
Attendees: Program sizes range from 10-100+

MAKE A CONNECTION SERIES

MONTHLY

ASA's Make a Connection with the Land Series consists of **10 - 12** community programs per year aimed at helping people reconnect with nature. Farm Photography for Kids, Guided Nature Hikes, Farm Tours, and Educational Workshops are some of the ways ASA offers these experiences to the community.

Your ASA Sponsorship gives your business targeted exposure to people who live, shop, care about, and invest in the local community.

FOSTERING FARMS & FARMERS

MONTHLY

ASA proudly offers **10 - 12** workshops and programs per year for farmers and landowners. Popular topics have been regenerative agricultural practices, soil health, grazing, estate planning and farm succession, business training for beginning farmers, and peer-to-peer mentoring. ASA also serves as a resource matching beginning farmers seeking land with landowners looking to lease or transfer their land through the Farmland for a New Generation New York program.

Your ASA Sponsorship will put your business in front of an audience with an appreciation for the working landscape and a desire to protect it.



Target Audience: Farmers and Area Landowners
Advertising Market: Capital Region, Adirondacks and Beyond
Attendees: Program sizes range from 10-75+

FOREVER FARMLAND SUPPER

AUGUST 7, 2025

A sell-out farm-to-table fundraising dinner to honor the people who have recently conserved their land.

Our 2025 Forever Farmland Supper will be an incredible celebration of 35 years of ASA conserving farms and forests and a festive opportunity for attendees to celebrate our rich agricultural roots while enjoying a delicious, locally-sourced meal at a conserved farm and help raise money for future ASA conservation projects.

Your ASA Sponsorship will help provide complimentary tickets to area farm families and underwrite the event.



Target Audience: ASA Supporters and Local Farmers
Advertising Market: Capital Region
Attendees: 450 (plus 25+ Staff & Volunteers)



CELEBRATING 2025 CONSERVATION CHAMPION, JOHN UMLAUF

At this year's Forever Farmland Supper, ASA will be honoring John Umlauf. John's passion to leave a "Legacy of Safety" has led to his championing ASA's popular Game of Logging series. Over the past 10 years, John has personally sponsored this world-recognized chainsaw safety training course, which helps ensure that working lands are safely managed by skilled stewards.

LANDSCAPES FOR LANDSAKE

OCTOBER 11 - 12 (IN PERSON)

OCTOBER 13 - NOVEMBER 8 (ONLINE)

ASA's Landscapes for Landsake Art Sale & Exhibition, now in its 24th year, celebrates the beautiful working landscapes and showcases some of the most prolific artists in the region. This show is *the* premier event for the long October weekend.

Your ASA Sponsorship will provide your business with targeted exposure to over 2000 in-person attendees at our biggest fundraiser of the year, as well as hundreds more online.



Target Audience: Art Buyers & Enthusiasts
Advertising Market: Capital Region, Adirondacks, Vermont and the Berkshires
Attendees: 2,000+ in-person



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