



Conservation Technology  
Information Center

2025

*Conservation in Action Tour*  
**PLANTING OPPORTUNITY,  
GROWING SUCCESS**

CTIC

**SIoux FALLS, SOUTH DAKOTA, MAY 6-7**

## GROW SUCCESS WITH YOUR SUPPORT

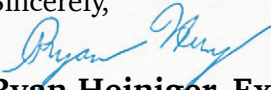
Start your 2025 growing season off right by exploring conservation agriculture in the Great Plains! The 18th Annual Conservation in Action Tour is showcasing South Dakota. It's a unique planting season tour that will focus on soil health, biodiversity, crop production, and innovation.

Mark your calendars for May 6-7, 2025, and join us in Sioux Falls, where we will be "Planting Opportunity, Growing Success," as we travel through southeastern South Dakota to see how conservation and innovation are implemented on the land.

We invite you to become a sponsor of our first Tour on the Great Plains. By supporting the Conservation in Action Tour, you join a community committed to driving change in conservation agriculture. Your sponsorship plays a pivotal role in advancing soil and water quality, improving wildlife habitat, and empowering the people who make it all happen.

Don't miss your chance to join the year's premier farm tour that shapes the future of agriculture and conservation. Support the 2025 Conservation in Action Tour in South Dakota, and Plant Opportunities that will Grow Success!

Sincerely,



**Ryan Heiniger, Executive Director**

CONSERVATION TECHNOLOGY INFORMATION CENTER

## About the CONSERVATION IN ACTION TOUR

The Conservation in Action Tour began in 2008, showcasing successful farmers in Indiana who prioritize soil and water quality. The flagship event of the Conservation Technology Information Center (CTIC) has grown into the gold standard of farm tours and has featured agricultural innovation in 13 states across 17 Tours.

On a Conservation in Action Tour, you'll do more than hear from dynamic speakers and talk with conservation-minded producers: You'll experience farming up close. We've seen sugarcane harvesting in Florida, aerial seeding demonstrations in Illinois, wheat processing in Michigan, and livestock grazing in Idaho.

With a record attendance of 270 attendees from 20 states, the Tour has a track record of national attention from many different sectors of agriculture.

Farmers, agribusiness representatives, elected officials, policymakers, local conservation professionals, and more experience innovative farming that makes a difference in the community. We've seen farms in watersheds as big as the Chesapeake Bay and the Mississippi Delta and as small, but no less important, as the Indian Creek (Illinois) Watershed.

There are no floors, no walls, and no ceilings when you embark on a Conservation in Action Tour with CTIC. You touch the soil, see the crops, observe the livestock and the wildlife up close. You see the land, the water, the sky, and the connections between conservation-minded farming and the quality of your drinking water, air quality, and resilient production systems.

We are CTIC, and this is our Conservation in Action Tour, where you are part of the action in conservation agriculture.

# THANK YOU TO OUR 2024 SPONSORS

## Ruby Level

- The Mosaic Company
- Syngenta Crop Protection
- Ducks Unlimited

## Diamond Level

- The Nature Conservancy
- USDA NRCS
- American Soybean Association
- United Soybean Board

## Platinum Level

- National Corn Growers Association
- Nutrien Ag Solutions
- Farm Credit Mid-America

## Gold Level

- BASF
- Certified Crop Adviser
- Corteva Agriscience
- Field to Market
- Sand County Foundation
- Regrow

## Friends of



- Cotton Incorporated
- North Dakota Natural Resources Trust
- Arkansas Association of Conservation Districts

## 2024 by the Numbers

### 20+ SPEAKERS:

Engage with farmers, technical service providers, industry leaders and more

### 3 FARMS:

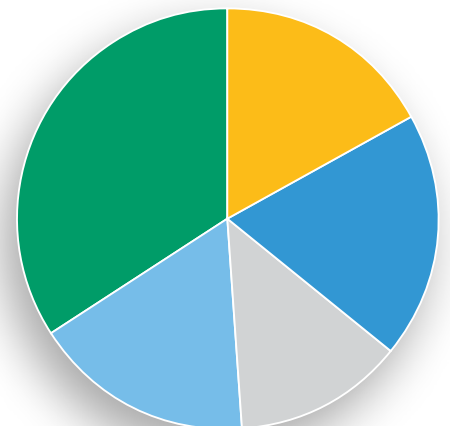
See model operations and learn from the successes and mistakes of farming leaders with hands-on experiences

### 5 FORMAL NETWORKING OPPORTUNITIES:

Breakfasts, lunches, dinners and socials provide space to gain new perspectives and contacts

## ATTENDEE BREAKOUT

Producers, retailers, co-ops and processors	17%	
Elected officials and government agencies	19%	
Academia	13%	
Commodity groups and marketing organizations	17%	
Allied industry	34%	



## PAST PARTICIPATING COMPANIES\*

- American Farmland Trust
- American Society of Agronomy
- Ag Plus Developments
- Agricultural Retailers Assn.
- Agri Drain Corporation
- Barnhart's Custom Services
- BASF
- Bayer Crop Science
- Case IH
- Context
- Corteva
- DTN/The Progressive Farmer
- Ducks Unlimited
- ESMC
- Farm Journal, Trust In Food
- Farm Progress
- Field to Market
- GeoSpatial Services
- Growmark
- Hagie Mfg.
- Indigo Ag
- John Deere
- JR Simplot Co.
- La Crosse Seed
- Land O'Lakes
- MonTag Mfg.
- National Assn. Of Conservation Districts
- National Corn Growers Assn.
- Nestle Purina
- New Century FS
- New Leader Manufacturing
- Noble Research Institute
- No-Till Farmer/Lessiter Media
- Nutrien Ag Solutions
- OpenTEAM
- Pivot Bio
- Regrow Ag
- Sand County Foundation
- Soil and Water Conservation Society
- Soil Health Partnership
- Star of the West
- Strategic Conservation Solutions
- Successful Farming
- Syngenta Crop Protection
- The Fertilizer Institute
- The Keith Campbell Foundation for the Environment
- The Mosaic Company
- The Nature Conservancy
- United Soybean Board
- USDA-NRCS
- US EPA
- USFRA
- Waterborne Environmental

\*NOT A COMPLETE LIST

# Planting SPONSORSHIP OPPORTUNITIES

## EACH SPONSOR WILL RECEIVE:

- Acknowledgement during the 18th Annual Conservation in Action Tour
- Inclusion in all Conservation in Action Tour marketing materials, including pre-tour emails and social media
- Logo featured on the Tour webpage and Tour event signage
- Opportunity to include branded items and information in Tour Bag that each attendee receives at registration

## RUBY (\$15,000) ABOVE RECEIVABLES PLUS:

- Logo featured on press releases, front cover of the Tour Notebook, and signage at Tour events
- Full-page ad in the Tour Notebook
- Five complimentary Tour registrations
- Opportunity to address attendees during a Tour event
- CTIC-hosted webinar to amplify your commitment to conservation agriculture (sponsorship commitment must be received by 1/31/25)
- Company logo branded reusable water bottles

## DIAMOND (\$10,000) ABOVE RECEIVABLES PLUS:

- Full-page ad in the Tour Notebook
- Four complimentary Tour registrations
- Opportunity to address attendees during a Tour event
- Bus decal with company logo

## PLATINUM (\$7,500) ABOVE RECEIVABLES PLUS:

- Half-page ad in the Tour Notebook
- Three complimentary registrations
- Attendee hotel keycard logo

## GOLD (\$5,000) ABOVE RECEIVABLES PLUS:

- Two complimentary registrations
- Quarter-page ad in Tour Notebook

## SPECIAL SPONSORSHIP OPPORTUNITIES

Only one sponsorship is available for each of these opportunities, so don't miss your chance to be an exclusive sponsor of one of our Tour Events!

### BANQUET AND KEYNOTE SPONSOR (\$20,000)

**This dinner sponsorship will feature your organization at our May 6 Conservation in Action Tour Banquet, which will feature locally sourced South Dakota cuisine and a keynote speaker (TBD). This sponsorship will cover the keynote speaker fees and dinner.**

- Logo featured on press releases, front cover of the Tour Notebook, and signage at Tour events
- Full-page ad in the Tour Notebook
- Five complimentary Tour registrations
- Opportunity to address attendees during the Dinner and introduce our Keynote speaker
- CTIC-hosted webinar to amplify your commitment to conservation agriculture (sponsorship commitment must be received by 1/31/25)

### CLOSING RECEPTION/COCKTAIL SOCIAL (\$17,500)

- Provide your company a lasting impression with the opportunity to address the delegation in the closing reception
- Logo featured on press releases, front cover of the Tour Notebook, and signage at Tour events and social
- Full-page ad in the Tour Notebook
- Four complimentary Tour registrations

\*The deadline for sponsorship is March 15.

We will accept sponsors after this deadline but cannot guarantee recognition in all marketing materials, Tour Notebook, or signage at Tour events.

\*Branded items and information for the Tour Bag must be received by CTIC by April 1.

\*All Tour Notebook ads must be received by March 15.

## QUESTIONS?

Contact *David Frabotta*, [frabotta@ctic.org](mailto:frabotta@ctic.org), 216-410-5597

# INTENT TO SPONSOR

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Company or Organization:

Primary Contact:

Title:

Phone Number:

Email:

SPONSORSHIP LEVEL	AMOUNT	NUMBER OF REGISTRATIONS	SELECT SPONSORSHIP
Ruby	\$15,000	5	
Diamond	\$10,000	4	
Platinum	\$7,500	3	
Gold	\$5,000	2	
Banquet & Keynote	\$20,000	5	
Closing Reception	\$17,500	4	

## SPECIAL INSTRUCTIONS FOR INVOICING:

Please send this completed form and high-res logo in EPS, TIF, PNG, or JGP to *Elise Koning* at [koning@ctic.org](mailto:koning@ctic.org).



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