



February 24–25, 2027

Best Western Premier — The Central Hotel & Conference Center • 800 East Park Drive, Harrisburg, PA

A joint initiative of **Pennsylvania No-Till Alliance (PANTA)** & **Virginia No-Till Alliance (VANTAGE)**
with support from American Farmland Trust, Northeast Cover Crops Council, No-Till Farmer, Pennsylvania Soil Health Coalition, Southern Cover Crops Council, Sustainable Chesapeake, & Virginia Soil Health Coalition

SPONSORSHIP INVITATION — FOUNDING PARTNER OPPORTUNITY

The regenerative agriculture movement is reshaping what it means to farm — and the farmers leading the transformation are gathering at **GROUNDWORK**. We are launching the Mid-Atlantic's premier conference dedicated exclusively to soil health, and we are seeking visionary sponsors who want to be part of it from the ground up.

The Conference

GROUNDWORK will take place **February 24 & 25, 2027** at the **The Central Hotel & Conference Center**, Harrisburg, Pennsylvania. The conference features national voices including **John Kempf, Trey Hill, Steve Groff, Rick Clark, Jason Mauck, and David Kohl**, in addition to multiple breakout sessions highlighting leading farmers from across the Mid-Atlantic.

This is not a trade show. It is a farmer curated event, thoughtfully built around farmer-to-farmer learning, applied science, and honest conversations about what actually works. GROUNDWORK attendees are active operators making real purchasing decisions — producers who are thinking long-term...about their soil, their operation, and who farms after them.

Bracketing the conference, attendees are invited to the **GROUNDWORK Gathering** on the evening of Tuesday, February 23rd and the **Cover Crop Social** the evening of Wednesday February 24th, — both designed to extend the conversation and build connections that last well beyond the conference itself.

Why Partner with GROUNDWORK?

GROUNDWORK is purposefully intimate. You will be part of a select group of sponsors. That means real conversations, relationship-building with the producers who matter most to your business, and a return on investment rooted in genuine connection — not just a logo placement.

At the Harvest level, partnership is **category-exclusive**. One organization per industry sector. Once a category is claimed, it is closed. That is not just a benefit — it is a signal to 400 progressive farmers about who are the leaders in regenerative agriculture.

Groundwork is being built by people who believe that healthy soil is the foundation of agriculture — and we are teaming up with sponsors who share that conviction. We would love to have your organization be part of this from the ground up.

Growing a Better Tomorrow, Together.

Sponsorship Tiers

Four tiers are available, each designed to match different goals and levels of investment. All sponsors receive year-round recognition on the [GROUNDWORK website](#) and a listing in the bound conference program distributed to every attendee.

Sponsorship Tier	Investment	Benefits
Harvest Sponsor <i>Meal Sponsor</i> + 4 conference registrations	\$9,999	• Exclusive speaking opportunity or prominent recognition at your meal session • Category exclusivity — only one sponsor per industry segment at this level • Named sponsor of a conference meal (breakfast, lunch, or dinner event) • Custom signage throughout the venue during your sponsored meal • Social media and event website recognition • Full-page ad in printed conference program • Premier logo placement on print materials & signage • 4 complimentary full conference registrations • Premium exhibitor table placement, if desired
Canopy Sponsor <i>Break or Session Sponsor</i> + 2 conference registrations	\$5,999	• Named sponsor of a break, poster session, or featured conference element • Signage at your sponsored element • Logo prominently placed in program booklet, event website, and all promotional materials • Social media recognition post • 2 complimentary full conference registrations • Exhibitor table with 2 chairs
Root Sponsor <i>Exhibitor Table</i> + 1 conference registration	\$2,499	• Exhibitor table with 2 chairs in the conference hall • Logo in program booklet and on event website • Name recognized on screen throughout the event • 1 complimentary full conference registration
Seed Sponsor <i>Local Resource Guide Listing</i>	\$249	• Name, description, and contact printed in the Local Resource Guide within the conference program given to every attendee • Listed on the Groundwork website

Next Steps

To reserve your sponsorship or discuss a package tailored to your organization's goals, please reach out directly. [You can also apply online here.](#) Premium sponsorships are category exclusive and prime booth locations are awarded on a first-come, first-served basis.

After confirming your sponsorship, you will receive detailed instructions for submitting your logo, program ad, and any booth or equipment logistics.

FOR SPONSORSHIP INQUIRIES:

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