



2023 Rural Summit Conference Planning Committee  
Tuesday, February 14, 2023  
1:00 pm – 2:00 pm  
Zoom Webinar

- I. Welcome and Introductions Charlotte Davis
  
- II. Logistics
  - a. Date/Time
  - b. In-Person/Virtual
  - c. Budget
  - d. Agenda Format
  - e. Target Audience
  - f. Timeline
  
- III. Theme Ideas
  
- IV. Potential Keynote Speaker(s)
  
- V. Other
  - a. Sponsorship Levels
  
- VI. Adjourn

Next Meeting: Tuesday, March 14, 2023, 1 pm-2 pm, via Zoom

<b>2021 Rural Summit - Budget</b>								
		<i>2017 Actual</i>	<i>2019 Budget</i>	<i>2019 Actual</i>	<i>2021 Budget</i>	<i>2021 Actual</i>	<i>2023 Budget</i>	<i>2023 Actual</i>
<b>Revenue</b>								
Ticket purchases (\$60 per ticket/\$40 one day)		\$ 5,650.00	\$ 8,500.00	\$ 11,050.00	\$ 10,000.00	\$ 6,745.00	\$ 10,000.00	
Sponsors		\$ 25,750.00	\$ 24,200.00	\$ 48,409.00	\$ 30,000.00	\$ 28,135.00	\$ 30,000.00	
Donations						\$ 575.00	\$ 500.00	
<b>TOTAL</b>		\$ 31,400.00	\$ 32,700.00	\$ 59,459.00	\$ 40,000.00	\$ 35,455.00	\$ 35,500.00	
<b>Expenses</b>								
Venue/room rental/food		\$ 17,419.76	\$ 20,000.00	\$ 17,484.00	\$ 24,750.00	\$ 23,915.69	\$ 20,000.00	
Awards		\$ 405.00	\$ 500.00	\$ 700.00	\$ 750.00	\$ 882.00	\$ 1,000.00	
Speaker fees		\$ 1,500.00	\$ 2,000.00		\$ 2,000.00	\$ -		
Scholarships		\$ 50.00	\$ 500.00		\$ 500.00		\$ 500.00	
Marketing (1500 Postcards)		\$ 1,125.00	\$ 1,200.00	\$ 1,425.00	\$ 1,500.00	\$ 1,530.00	\$ 2,000.00	
Printing		\$ 1,607.34	\$ 1,500.00	\$ 722.00	\$ 1,500.00	\$ 1,324.10	\$ 1,500.00	
Giveaway (Portfolios)		\$ 1,510.99	\$ 1,500.00	\$ 4,493.70	\$ 1,500.00	\$ 340.00		
Press/Photographer		\$ 875.00	\$ 1,000.00	\$ 800.00	\$ 1,000.00	\$ 2,000.00	\$ 1,500.00	
Recording /AV equipment rental		\$ 2,250.00	\$ 3,000.00	\$ 2,500.00	\$ 5,000.00	\$ 11,700.00	\$ 7,500.00	
Travel expenses for staff								
	Hotel Rooms for Staff/Exec Board	\$ 958.24	\$ 1,000.00		\$ 1,000.00	\$ 556.24	\$ 1,000.00	
Supplies/Nametags		\$ 212.18	\$ 500.00		\$ 500.00	\$ 195.97	\$ 500.00	
Misc								
	George Mayo Bluegrass - Paid by MidAtlantic Farm Credit							
	Purple Cat	\$ 1,650.00						
	Book Purchase							
<b>TOTAL</b>		\$ 29,563.51	\$ 32,700.00	\$ 28,124.70	\$ 40,000.00	\$ 42,444.00	\$ 35,500.00	

**2023 Rural Stakeholder Conference  
Rural Summit Timeline**

**February**

***Tuesday, February 14th Rural Summit Planning Committee Meeting:***

- Determine logistics of event: format, location
- Determine theme
- Begin development of agenda
- Determine target audience and outcomes

**March**

- Contact venue and secure location
- Agenda development

***Tuesday, March 14<sup>th</sup> Rural Summit Planning Committee Meeting:***

- Save the date – eblast, facebook, website and social media
- Letter to sponsors/exhibitors
- Begin development of marketing materials (event name)

**April**

***Tuesday, April 11 Summit Planning Committee Meeting:***

- Design and print marketing materials: flyers, website, postcards
- Call for Proposals Online Application Created and Shared
- Invitations to speakers, facilitators and moderators
  - Legislative Panel, Secretary Panel

**May**

***Tuesday, May 9<sup>th</sup> Rural Summit Planning Committee Meeting:***

- Confirm speakers and keynote speakers
- Open registration

**June**

- Follow up with sponsors: thank you's and receipts
- Deadline for Call for Proposals
- Review and Select Proposals for Speakers: Conference Call

## **July**

### ***Tuesday, July 11<sup>th</sup> Rural Summit Planning Committee Meeting:***

- Social media marketing, blogs
- Notify proposal submissions of determinations

## **August**

### ***Tuesday, August 8<sup>h</sup> Rural Summit Planning Committee Meeting:***

- Order giveaway prize: portfolio

## **September**

### ***Tuesday, Sept 5<sup>th</sup> Rural Summit Planning Committee Meeting:***

- E-blast on event
- Social media announcement
- Build out session and keynote speaker descriptions on website

## **October**

- End early-bird registration
- Press release to media list
- Call for Nominations for 2019 Rural Awards Ceremony: Email blast, Social Media, Newsletter

### ***Tuesday, October 10<sup>th</sup> Rural Summit Planning Committee Meeting***

- Review of Final items to complete

## **November**

### ***Tuesday, November 14<sup>th</sup> Rural Summit Planning Committee Meeting***

- Friday, November 22<sup>th</sup> – Conference Call to introduce all of the presenters and speakers, run through presentations

## **December**

### ***Week of December 2<sup>th</sup>:***

- End hotel block
- Confirm all speakers
- Nametags

- Attendance lists
- Receive printed agenda and materials from printer
- Final Reminder to attendees and speakers

**Night Before: December 1<sup>th</sup>**

- Set-up

**Day of Event: December 2<sup>nd</sup>**

- Continue set up
- Coordinate with speakers, attendees and elected officials

**Post-Event: December**

- Send thank you letters to presenters, speakers, sponsors
- Event Feedback and Evaluation – Google Form



## 2023 RURAL SUMMIT SPONSORSHIP LEVELS

The 2021 Rural Summit is made possible by generous financial and in-kind contributions from our sponsors. In addition to our thanks, sponsors receive an array of benefits and promotional opportunities. The 2023 Rural Summit will take place on **Wednesday, December 6- Thursday, December 7, 2023.**

### ALL SPONSORSHIPS INCLUDE:

Name and Logo in Printed Conference Program  
Name and Logo in Print and Online Marketing

#### RURAL CHAMPION \$5,000

- 5 minutes of prime speaking time during Opening Remarks
- Eight (8) Complimentary Registrations
- Exhibit Space (One 6' Table, 2 Chairs)

#### RURAL SUPPORTER \$2,500

- Exclusive Sponsor for Lunch Session
- Seven (7) Complimentary Registrations
- Exhibit Space (One 6' Table, 2 Chairs)

#### RURAL SUPPORTER \$1,500

- Sponsor a breakout session (signage)
- Six (6) Complimentary Registrations
- Exhibit Space (One 6' Table, 2 Chairs)

#### RURAL ADVOCATE \$1,000

- Five (5) Complimentary Registrations
- Exhibit Space (One 6' Table, 2 Chairs)

#### RURAL CONTRIBUTOR \$750

- Four (4) Complimentary Registrations
- Exhibit Space (One 6' Table, 2 Chairs)

#### RURAL ASSOCIATE \$500

- Three (3) Complimentary Registrations
- Exhibit Space (One 6' Table, 2 Chairs)

#### RURAL FRIEND \$250

- Two (2) Complimentary Registrations

**Additional sponsorship opportunities are available upon request.**

If you have any questions, please contact:

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