

2026 UPPER MIDWEST FARMLAND SUMMIT

NOVEMBER 18, 19 2026 • PYLE CENTER, MADISON WISCONSIN

Sponsorship Guide



Shaping the Future of Farming

We invite you to join us as a sponsor of the 2026 Upper Midwest Farmland Summit, a transformational gathering of regional leaders working to address one of the most pressing challenges facing agriculture, rural communities, and our food system today: ensuring that farmland remains accessible, affordable, and in active agricultural use for future generations.

This year's Summit will once again bring together practitioners, service providers, conservation organizations, lenders, policymakers, researchers, and farmers from across the Upper Midwest. We will share strategies, build partnerships, learn from each other's experiences, and advance solutions that help farmers access land, transition farms to the next generation, and strengthen local food systems.

Your sponsorship paves the way for this important convening while demonstrating your organization's commitment to the future of farming, conservation, and community vitality.

Together, we can support the people and organizations working every day to keep farmers on the land and viable working lands in production.

We hope you will consider partnering with us in this effort to build a more resilient, equitable, collaborative, and thriving agricultural future across the Upper Midwest.



Jan Joannides

Jan Joannides, Executive Director
Renewing the Countryside

The Summit will serve as both a learning space and a catalyst for long-term collaboration across the Upper Midwest.

Why a Farmland Summit Matters

The future of farming and resilient food systems depends on who can access land, how they can afford to stay on it, and how communities support successful transitions across generations.

As farmland costs rise and land transitions accelerate, the Summit creates a vital space for cross-sector collaboration, practical learning, relationship-building, and systems-level problem solving focused on supporting more farmers gaining secure and affordable access to land, while enabling current farmers to transition gracefully.

Participants will gather to exchange ideas, share innovations, and explore practical solutions related to:

- Innovative financing models and capital tools that expand affordable farmland access
- Effective farm transition and succession strategies that support both retiring and beginning farmers
- Conservation and land stewardship approaches that strengthen soil health and long-term farm viability during ownership transitions
- Emerging models for equitable farmland ownership
- Policy solutions and public-sector strategies that support land access, transition, and agricultural resilience
- Technical assistance, navigation services, and support systems that help farmers successfully access, transfer, and steward land
- Connections between farmland access, thriving rural and urban communities, local food systems, and regional economic vitality
- Collaborative approaches that build long-term agricultural, environmental, and community resilience

The Summit is the signature regional convening of the Farmland Access Hub, a collaborative network of over 75 (and growing) organizations working across the Upper Midwest to advance equitable farmland access and transfer. It works to strengthen relationships and accelerate solutions across state lines while supporting a growing network of farmland access navigators and farm transition professionals who support farmers through land access and transition.

At the last Upper Midwest Farmland Summit, held in Minnesota in 2023, attendees overwhelmingly and consistently shared the value and impact of attending the event and the connections they made.

The following page provides an overview of the 2023 Summit, to provide some context.

farmlandaccesshub.org



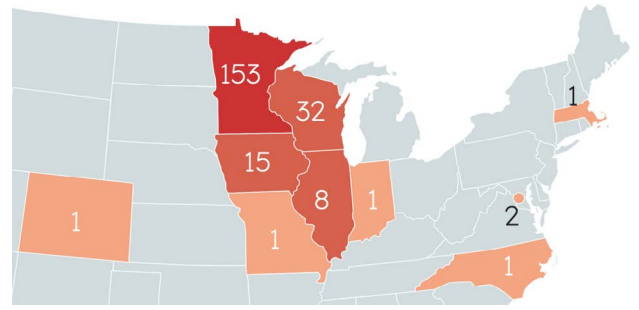
*"Fantastic event!
I would love to see this
summit continue in years
to come."*

- 2023 Summit Participant



2023 Farmland Summit Overview

The 2023 Farmland summit brought together 215 farmland access practitioners, technical assistance providers, community organizations, lenders, conservation professionals, policymakers, and farmer leaders to collaboratively explore and build capacity to advance solutions to our most urgent farmland access and transition challenges.



Participants traveled from nine states and the District of Columbia. They represented nonprofit organizations, local, state and federal agencies; lending and financial institutions, conservation groups, Tribal organizations, educational institutions, farming communities, and philanthropic and investor communities.



Keynote sessions included national leaders Zach Ducheneaux, former USA Farm Service Agency Administrator, and Kathy Ruhf, farmland access and transition expert and former Director at Land for Good.

Plenary sessions include a panel of farmers who had or were in the process of transitioning their land to new farmers and a diverse group of emerging farmers who shared their farmland access challenges and successes.

The conference also included 20 breakout sessions where participants:

- Gained **practical tips, legal tools, & specific advice** for farm succession & transfer planning
- Learned about **new policies & programs** and discussed state policy gaps & opportunities
- Engaged with **concrete examples, sparked connections, & shared ideas** for innovative models of land access & financing
- Discussed **critical equity issues** around land access
- Described feeling **invigorated, inspired, connected, seen & heard, fired up, & with renewed hope**

"I appreciated making valuable connections & feeling heard."

- 2023 Summit Participant



SPONSORSHIP OPPORTUNITIES

We hope you will consider sponsoring this Summit. Your sponsorship will help us deliver the best content and engagement, and ensure that the Summit remains accessible, action-oriented, and inclusive.

*"Very relevant & engaging. This will inform my interactions with farmers, especially those facing challenges with land access."
- 2023 Summit Participant*

Sponsor investments directly support:

- Scholarships and travel assistance
- Ability to bring in national experts
- Participation from emerging and underserved farmers
- Practical and impactful workshops
- Cross-state collaboration and networking
- Resource sharing and technical assistance
- Long-term systems change for farmland access and transition



PRESENTING PARTNER — \$25,000

- Premier logo placement
- Opportunity to welcome attendees
- Recognition as presenting sponsor in all Summit materials
- Featured recognition on website and event signage
- Dedicated sponsor spotlight/ social media recognition
- Exhibit space
- Opportunity to sponsor keynote/ reception/plenary
- 10 registrations

PLATINUM — \$10,000

- Prominent logo placement
- Recognition in program and website
- Verbal recognition at opening session
- Exhibit Space
- 10 registrations

GOLD — \$5,000

- Logo on materials and signage
- Exhibit space
- 7 registrations

SILVER — \$2,500

- Logo placement
- 4 registrations

BRONZE — \$1,000
















- Logo placement
- 2 registrations

Optional Custom Opportunities

- Farmer Scholarship Fund
- Reception Sponsor
- Lunch Sponsor
- Coffee Sponsor
- Equity & Accessibility Sponsor
- Networking Space Sponsor
- Resource Lounge Sponsor

* Exhibit Tables Available - \$2,500 (includes 2 registrations)

SPONSORSHIP LEVELS

	Presenting Partner \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Logo on Website					
Logo on Program					
Logo on Conference Signs					
May Provide Item for Conference Packet					
Complimentary Networking Table					
Verbal Recognition at Opening Session					
Named Sponsor for Key Opportunities					
Opportunity to Address Attendees at Opening Session					
Guest Registrations	10	10	7	4	2

For more information on how you can contribute to the 2026 Upper Midwest Farmland Summit please contact:

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