



The Maddy Institute
The San Joaquin Valley – Inspiring Public Leadership



WHAT IS THE FUTURE OF AGRICULTURE IN CALIFORNIA?

FREE ONE-DAY IN-PERSON AND VIRTUAL SUMMIT ON
THE INTERSECTION OF AGRICULTURE AND CLIMATE

EVENT SPONSOR PACKAGE

Thursday, March 30, 2023
California State University, Fresno

Venue: Satellite Student Union

IN PARTNERSHIP WITH

**CLIMATE
NOW.**



Livermore Lab
FOUNDATION



INTRODUCTION

What does Central Valley agriculture look like in 2045? The climate that has allowed California to become a global food producer is changing.

The Maddy Institute, in partnership with Climate Now and the Livermore Lab Foundation, will host an audience of 250 in-person attendees and many more virtual participants in a free of charge, first-of-its kind summit on March 30, 2023 at California State University, Fresno's Satellite Student Union.

Engage with the community, industry, policymakers, and academia in a technical discussion to explore the opportunities, technologies, and challenges for agriculture in a changing climate.



AGENDA PREVIEW

Setting the Stage Locally and Nationally

What does California policy provide for farmers, producers, and ranchers in response to climate change? What are the opportunities for natural working lands to contribute to carbon capture and sequestration? What are carbon-friendly natural land and agriculture opportunities?

Repurposing Agricultural Lands

What is 'land repurposing' or 're-wilding'? What does this look like through an environmental justice lens? What does land repurposing look like in the Central Valley and what are the economic opportunities?

Enhancing and Preserving Water in the Central Valley

What techniques and technologies can be used to reduce water use in agriculture?

Opportunities in the Biomass Industry

What revenue opportunities exist from agricultural waste? How can biomass-to-energy or biomass-to-carbon removal support Central Valley jobs?

The Business and Economics of Agriculture

What are the policies and business practices of land use? What funding is provided by the state and federal government?

The Experimental "Smart Farm"

What is sustainable agriculture? What does a "smart farm" look like and what could it cost? What opportunities exist to reduce farm costs and support better working conditions and higher yields?

****Lunch is free of charge and included for all in-person attendees***

SPONSORSHIP TIERS

TITLE SPONSORS - \$25,000

- Sponsor name in event title (i.e., The Future of Agriculture in California, sponsored by _____)
- Logo presence on website in all event communications, marketing materials and trade publications
- **All sponsorship benefits of Media Sponsor** + guaranteed access for your attendees

MEDIA SPONSOR - \$20,000

- Recognition in a dedicated Climate Now podcast episode and opportunity for additional Climate Now podcast collaborations
- Logo presence on website in all event communications, marketing materials and trade publications
- Pre-event dedicated social media post
- Organization profile and quote used in key marketing materials
- Opportunity to set up table/booth at the symposium event
- Recognition during opening and closing remarks
- 150-word description in event program
- **All sponsorship benefits of Lunch, Panel, or Poster Session Sponsor** + guaranteed access for your attendees

LUNCH, PANEL SESSION, OR POSTER SESSION SPONSOR - \$10,000

- Recognition of sponsors in a dedicated Climate Now podcast episode and opportunity for additional Climate Now podcast collaborations
- Logo recognition at lunch, panel sessions, or education poster sessions (i.e. Lunch made possible by _____)
- Opportunity to set up table/booth at the symposium event
- **All sponsorship benefits of Booth Sponsor** + guaranteed access for your attendees

BOOTH SPONSOR - Limited Availability, Contact Us for Pricing

- Opportunity to set up table/booth at the symposium event
- Sponsor listing on event website and email communications
- Recognition during opening and closing remarks
- Guaranteed access for your attendees

CLIMATE IN THE CLASSROOM EDUCATION SPONSOR - \$10,000

Bring carbon education into the classroom! In partnership with The Livermore Lab Foundation, this sponsorship level provides valuable recognition at the Future of Agriculture symposium, as well as stipends for California educators participating in a unique carbon neutrality and climate change program in high school science classes. Students learn about natural land and technological options to achieve carbon neutrality as well as green careers and community justice considerations. Sponsorship of the Climate in the Classroom program is tax deductible. Participating companies will also receive:

- Recognition in classroom educational materials
- Recognition in a dedicated Climate Now podcast episode
- All sponsorship benefits of Booth Sponsor + guaranteed access for your attendees

ABOUT THE PARTNERS

THE MADDY INSTITUTE

A collaboration between four public universities in California's San Joaquin Valley (California State University, Fresno, California State University, Bakersfield, California State University, Stanislaus, and University of California Merced) designed to advance public understanding of public policy issues impacting the Valley and support student development in government and public policy careers.

For more information, visit www.maddyinstitute.org

CLIMATE NOW

A multimedia resource on the science and economics of climate change, covering the key scientific theories underpinning our understanding of how and why the climate is changing, clean energy technologies, important research, and policies relevant to the climate crisis and the energy transition. Our mission is to provide policy makers, business leaders, investors, and journalists with the scientific and economic context necessary to make good decisions about policy formulation, capital allocation, and narrative focus. **Climate Now will produce a dedicated podcast episode featuring the discussions that take place at this summit. Sponsors will be spotlighted on the Climate Now podcast.**

For more information, visit www.climatenow.com

LAWRENCE LIVERMORE NATIONAL LAB THE LIVERMORE LAB FOUNDATION

Founded in 1952, Lawrence Livermore National Laboratory (LLNL) is a Department of Energy multi-disciplinary science and research facility providing solutions to our nation's most important national security challenges. The Lab's Carbon Initiative focuses on innovations and opportunities in climate resiliency and carbon management. In 2020, LLNL's seminal report, *Getting to Neutral*, set the stage for how California might reach carbon neutrality by 2045. The Livermore Lab Foundation, a 501(c)(3) nonprofit, supports the Lab's fundamental science and research by serving as the primary philanthropic partner - with a strong focus on community partnerships, outreach and educational programs.

For more information, visit www.llnl.gov and www.livermorelabfoundation.org

CONTACT US

TO SECURE A SPONSORSHIP

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