

A MESSAGE FROM REIMAGINING RURAL

Reimagining Rural is grounded in the belief that our small towns are vital to Montana's vibrant culture. The rural communities dotted along the vast landscape are unique, and even more so are the folks who call these places home. The people make our small towns great places to live, work, and play. With all their great charm, assets, and treasures, these towns struggle to muster up their capacity to navigate their overwhelming challenges successfully. Therefore, it is crucial that, collectively, we strive to equip our rural Montanans with the knowledge, skills, and resources needed to sustain our small communities.

Reimagining Rural came from the awareness and knowledge that while many regional and state resources are available, there is a disconnect between them and the folks who need it, the folks doing the actual work. MSU Extension launched a thriving statewide Reimagining Rural virtual community gathering series. Reaching over forty communities and five hundred Montanans, communities have experienced tremendous impacts like increased local funding for projects, solid partnerships with state and federal agencies, and downtown revitalization efforts. Most of all, these small towns have hope for a brighter future and are gaining confidence that they can make positive changes.

The next step is effectively and efficiently connecting regional and statewide resources with local communities. The Reimagining Rural Road Show concept will do just that. It will bring regional, state, and local communities together in one central location to build relationships, make connections, share ideas, and develop strategies to move rural forward.

We believe investing in our small towns is essential, and we think you do too. Your commitment to Montana's rural communities is why we believe you may be interested in partnering with us. Your sponsorship will help these communities turn their ideas into impact. The event provides opportunities to promote your work and valuable networking time. Please review the sponsorship packet, which details the benefits of sponsorship.

Thank you for your time and consideration. With your support, the Reimagining Rural Road Show can become a one-of-a-kind opportunity for our small towns.

Sincerely,

Jennifer H. Anderson
MSU Extension Community Vitality Associate Specialist
Reimagining Rural Road Show Planning Committee

A graphic featuring the word "You" in a large, dark blue, cursive font. Below it, the phrase "have the power to inspire small town successes." is written in a bold, yellow, sans-serif font, with each word on a new line.



REIMAGINING RURAL PLANNING TEAM

The Reimagining Rural Project is a partnership between MSU Extension and the Montana Community Foundation. Since its inception, it has received tremendous support from additional agencies across Montana.

The Reimagining Rural Road Show is being planned by MSU Extension with support from the Montana Department of Commerce Montana Main Street Program.

Jennifer Anderson, MSU Extension Community Vitality Associate Specialist
Tara Mastel, MSU Extension Community Vitality Associate Specialist
Schuyler Germann, MSU Extension Community Vitality Program Manager
Micky Zurcher, Montana Department of Commerce Montana Main Street Program Director



Build Capacity



Expand Partnerships



Increase awareness and knowledge about resources



Inspire small towns to dream big!

EVENT HIGHLIGHTS

The goals of the 2024 Reimagining Rural Road Show are simple: Help rural communities recognize their potential by building capacity, increasing awareness and knowledge of resources available, expanding partnerships, and inspiring them to dream big. We know our rural communities are worth it.

The event will include inspirational success stories grounded in local resource partnerships. Local participants will have opportunities to make one-on-one or small group connections with resources, neighboring communities, and “rubber meets the road” options stocked with real-life scenarios and advice for our get-it-done volunteers.

Targeted attendees include nonprofit and organization volunteers, local leaders, government officials, business owners, and small-town entrepreneurs.

LONG TERM VISION

The long-term vision for the Reimagining Rural Road Show is to host one regional event annually. To kick off this project, the planning committee chose Miles City and southeastern Montana due to the high capacity of the regional communities. Specifically, many area communities have participated in Reimagining Rural, are members of the Montana Department of Commerce’s Montana Main Street Program, have community foundations, and have successfully launched local, community-based leadership programs. At the event’s conclusion, evaluation measures will be completed to determine future conferences. The planning committee will most likely utilize the input to plan the 2025 event in a different region. However, we also recognize that, at the conclusion, the participating communities may want to continue meeting/connecting in some capacity. If this outcome arises, we will assist these communities in determining a path forward to accomplish this.

SPONSORSHIP OPPORTUNITIES

The Reimagining Rural Road Show expects 150+ regional and statewide attendees to converge in Miles City in September 2024. Attracting southeast Montana’s leaders and influencers committed to building vibrant small towns; your sponsorship is an excellent way to connect, network, and share your passion.

A variety of sponsorship opportunities are available. Only one sponsorship is available for the Rural Trailblazer and Rural Champion levels. The Community Partners and Community Revitalizers are open to all.

SPONSORSHIP BENEFITS	RURAL TRAILBLAZER (ONE SPONSOR AVAILABLE)	RURAL CHAMPION (ONE SPONSOR AVAILABLE)	COMMUNITY PARTNERS	COMMUNITY REVITALIZERS
	\$5,000	\$2,500	\$1,000	\$500
Full-color logo ad in the program	FULL PAGE 8 ½ X 11	FULL PAGE 8 ½ X 11	½ PAGE	¼ PAGE
Complementary Conference Registrations	2	2	1	1
Social Media Recognition				
Website recognition/link				
On Stage Recognition				
Address attendees	Conference Welcome and Closing	Conference Lunch		
Name as part of the Event Title on all marketing, media, swag, etc.				

All sponsors, organizations, and communities are welcome to have a FREE vendor booth space to share your story.



SPONSORSHIP FORM

If your organization is interested in joining the 2024 Reimagining Rural Road Show by becoming a sponsor, then please complete the sponsorship form and return it in the mail with your sponsorship -OR- contact Schuyler Germann, the MSU Extension Community Vitality Program Manager at (406) 994-4186 or Schuyler.germann@montana.edu to pay online or via credit card.

Sponsor Name as it will appear in media and Program materials:

Contact Name: _____ Phone: _____ Email: _____

Billing Address: _____

SPONSORSHIP LEVEL

_____ TRAILBLAZER \$5,000
Only one available

_____ CHAMPION \$2,500
Only one available

_____ PARTNER \$1,000

_____ REVITALIZER \$500

Please make checks payable to:
MSU Extension Community Vitality

Mail to:
MSU Extension Community Vitality
PO Box 172230
Bozeman, MT 59717-2220

-OR-

Contact Schuyler Germann,
MSU Extension Community Vitality Program Manager
(406) 994-4186
Schuyler.germann@montana.edu

PLEASE NOTE - We would appreciate access to a high-quality graphic of your logo to be utilized for marketing and promotion purposes.