



RAP *Live!* SUMMIT 2021

EVOLVING BEYOND ANIMAL AG



Animal AG

Rancher Advocacy Program Sponsorship Opportunities

FEBRUARY 6, 2021
10 AM EST • 12PM CST • 1PM EST



Rowdy Girl Sanctuary

WHAT IS THE RAP SUMMIT?

The Rancher Advocacy Program (RAP) Summit is a convergence of trailblazers interested in creating solutions for farmers and ranchers. RAP has spent the last six years supporting ranchers and their families as they come to grips with the devastating reality of animal agriculture; concurrently, we have been developing key relationships with organizations, entrepreneurs, academics, and investors keen on transitioning animal farms away from traditional methods. *How can farmers thrive on their land without using animals?* We will have critical conversations with expert panelists and farmers in transition from all over the world--and together we will push the needle ever further in the direction of solving this question. The imminent concerns around food, the economy, the animals, and climate will take all of us working together to reframe the vegan proposition and bring farmers and ranchers to the marketplace of ideas.

WHO SHOULD ATTEND?



CATTLE RANCHERS & ANIMAL FARMERS

We welcome folks in the animal ag sector to attend with an open mind. You will be encouraged to join the conversation and ask questions. We are here to support, educate, and provide resources and options for you in this growing space of farm transitions.

INDUSTRY EXPERTS

Plant-based industry experts and manufacturers who want to learn more about RAP and partner with us are invited to the RAP Summit. The Summit will also feature industry leaders who will share their visions and innovative solutions and strategies for transitioning into a plant-based economy.



PLANT-BASED COMPANIES

The RAP Summit will feature companies that provide plant-based alternatives and/or who are revolutionizing the meat, dairy, cheese, and egg industries.

ADVOCATES & ACTIVISTS

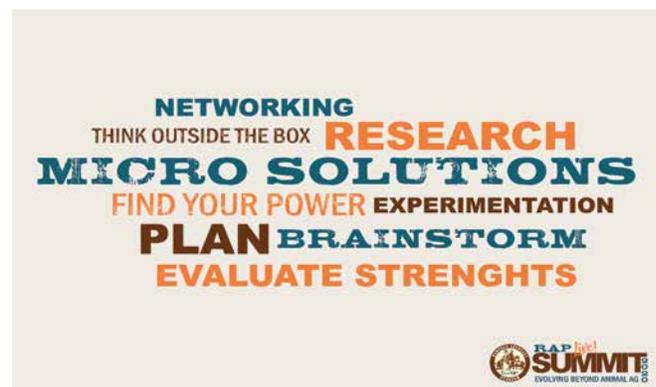
The RAP Summit will bring together animal rights activists, environmentalists, social justice advocates and concerned citizens who have the skills and desire to participate within the RAP model as allies willing to understand the need for and embrace compassionate conversation with ranchers/farmers.





THE FIRST RAP SUMMIT ON NOVEMBER 21, 2020 WAS A HUGE SUCCESS WITH OVER 20,000 VIEWS ON FACEBOOK

Over 500 people from all over the registered, and 18 countries were represented. RAP brought the following types of folks to the table: entrepreneurs, business leaders, vegan investors, filmmakers, authors, plant-based food companies, veganic farmers, permaculturists, academics, cell-based meat companies, animal and social justice activists, environmentalists, the media, animal rights lawyers, city and state officials, non-profits, cattle ranchers, and other animal farmers!



- A CONVERGENCE OF TRAILBLAZERS INTERESTED IN CREATING SOLUTIONS FOR FARMERS AND RANCHERS
- ORGANIZATIONS, ENTREPRENEURS, ACADEMICS, AND INVESTORS KEEN ON TRANSITIONING ANIMAL FARMS AWAY FROM TRADITIONAL METHODS
- CRITICAL CONVERSATIONS WITH EXPERTS AND FARMERS IN TRANSITION ADDRESSING CHALLENGES & SOLUTIONS

FOR MORE DETAILS VISIT - RANCHERADVOCACY.ORG/SUMMIT

SPONSORSHIP OPPORTUNITIES

WHY SPONSOR THE RAP SUMMIT?

Join us on the forefront of a Global Revolution. The RAP Summit is the first of its kind, and your *sponsorship* will help us make history as together we help liberate our planet by ending animal agriculture and the systemic effects of corruption in our food system. RAP is the first initiative of its kind, providing knowledge and industry experts with resources and organizations interested in transitioning cattle ranches and animal farms away from animal agriculture and towards compassionate business models with an emphasis on veganic farming.

Do you want to be one of the first to help change the world? If so, sponsor us!

BRONZE



HOUDINI

- **Logo** on RAP Web Site
- Mentions in Emails
- Social Media Callouts
- Name on flyer
- **Logo** in Program

\$500

SILVER



FROSTY

Everything you receive at BRONZE level plus:

- **Logo** on all Event Email Blasts
- Eighth Page Ad in Program
- Collateral in Mail Out

\$1,000

GOLD



FIREBALL

Everything you receive at SILVER level plus:

- **Logo** on Web Site through **MARCH 2021**
- **Logo** Posted in Facebook Event Page & Social Media Post Images
- **Logo** on Event Flyer
- Quarter Page Ad in Program

\$2,500

Each level is inspired by one of our Rowdy Girl rescues. Your donation is 100% tax-deductible.

IN-KIND SPONSORS:

We need in-kind sponsors who would like to donate products, food, drinks, t-shirts, and other merchandise. We will include your logo on promotional materials and on our RAP website. Join the excitement and give in-kind! For more information or to donate, please visit rancheradvocacy.org/summit-sponsor/.

DIAMOND



CHARGER

Everything you receive at GOLD level plus:

- **Logo** on Web Site and Emails through **JUNE 2021**
- Sponsor Page on Web Site
- **Logo** on Swag Bag to be mailed to participants
- Third Page Ad in Program
- Special mention with branded image during the Summit

\$5,000

PLATINUM



CINNAMON

Everything you receive at DIAMOND level plus:

- **Logo** on Web Site and Emails through **SEPTEMBER 2021**
- Facebook Live Stream Promotional Session Prior to Summit
- Half Page Ad in Program
- **Large Logo** on Swag Bag
- **Logo** on Banner on Rowdy Girl Sanctuary working pens and corral

\$7,500

TITANIUM



ROWDY GIRL

Everything you receive at PLATINUM level plus:

- **Logo** on Web Site and Emails and branded as a RAP corporate sponsor through **DECEMBER 2021**
- Sponsored intros for YouTube videos and Live Streams
- Full Page Ad in Program
- **Large Logo** on Top of Swag bag
- Promotional video played during the Summit
- **Logo** on the fence or building of your choice at Rowdy Girl Sanctuary

\$10,000

RANCHER ADVOCACY PROGRAM

What is RAP?

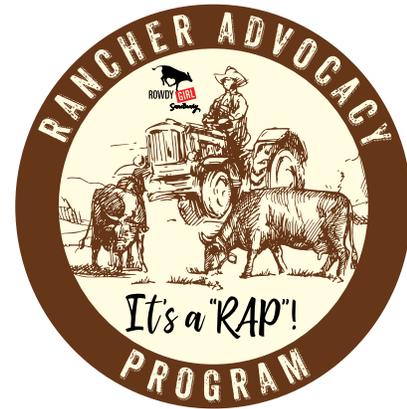
The Rancher Advocacy Program is a global resource that will accelerate farm transitions by bringing resources, academics, film makers, authors, attorneys, lobbyists, and other plant-based and manufacturing experts to the table. Together, we can transition the archaic traditions and culture of animal agriculture into a new normal that will look back on this generation and be proud of the difference we all made for the future.



RAP programming began after the Rowdy Girl story went viral on the CBS Evening News in 2016. Ranchers and their families consistently sought me out about their feelings regarding their cows, their traditions, other family members etc. A unique niche began to develop in the animal rights movement because of these conversations that led me to realize that I was more than an animal rights activist, I was also a Rancher Advocate.

The heartbeat of RAP is the connections I've made with ranchers and animal farmers. I'm able to reach that place deep inside where we have common ground. Where we:

- Love animals and kill them
- Love the land, and we destroy it too
- Love our families yet pass down generations of suffering through devastating animal agriculture.



How does RAP do it?

RAP is a conduit--a bridge that brings folks from all occupations together to create a network of relationships for buyers, end users and companies within the plant-based sector for potential partnership and coalition building.

We are building a scaffolding blueprint of innovation, ideas, business models, and solutions that is resulting in a new vision for the plant-based economy, farmers, their families, and the land we all love.

We are becoming a central Clearing House for Farm Transition technology and are committed to the evolution of animal agriculture.





Finding
Solutions.
Creating
Choice.
Improving
Lives.

The RAP Team

Our core team consists of Reneé King-Sonnen, Tommy Sonnen, Paul Magee Berry, Jane Velez-Mitchell, Jody Rasch, and Greg Litus. Together we consult regarding rancher transition, business planning, media relations, financial consulting, and veganic farm expertise. We also have a Rancher Coalition that consists of a multitude of professional volunteers that help with technology, research, clerical, social media, and other needs as RAP deems necessary to advance our mission and objectives.



Reneé King-Sonnen



Tommy Sonnen



Paul Magee Berry



Jane Velez-Mitchell



Jody Rasch



Greg Litus



“Ranchers and their families are the salt of the earth.”

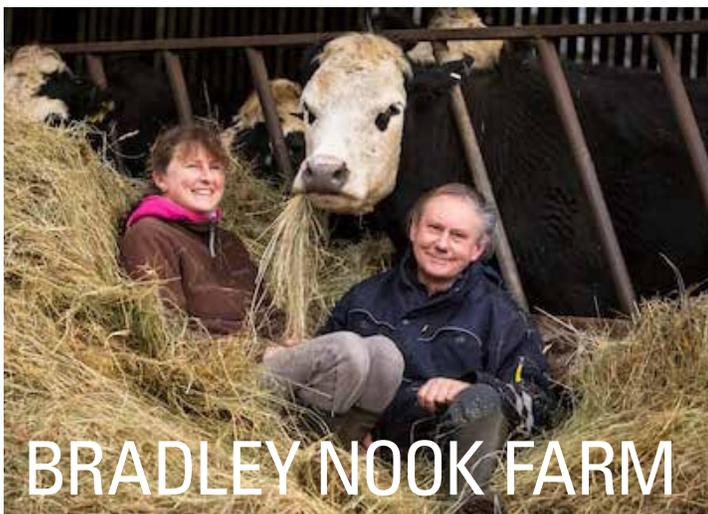
RANCHERS IN TRANSITION



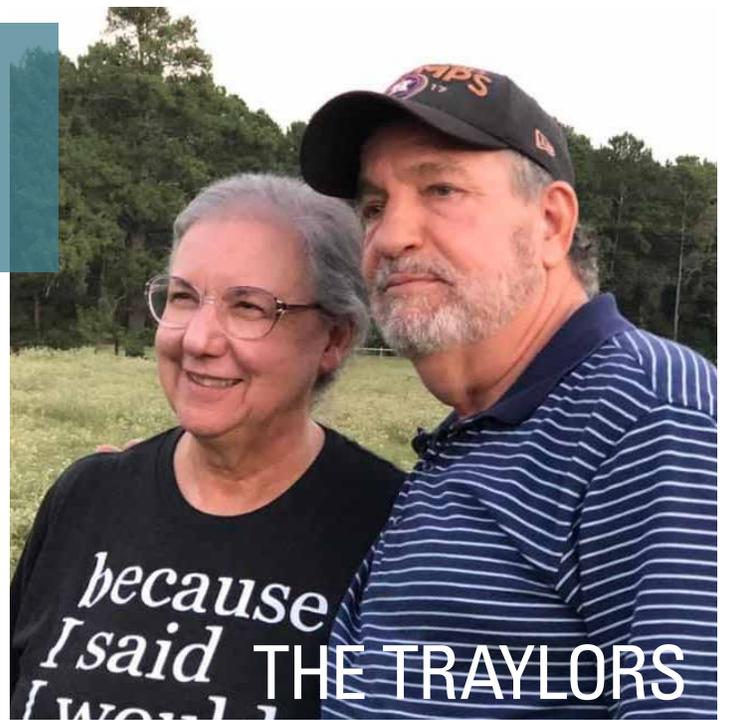
STARLOVE RANCH

“Our goal was to create a more sustainable lifestyle that was integrated into the natural world. I still can’t believe there are organizations like the Rancher Advocacy Program (RAP) existing to help ranchers who have had a change of heart and want to live a more compassionate lifestyle, but I’m so grateful that there are. It is truly a symbol of the changes happening in our world! Thank you, Reneé!!!”

- Hollie & Davey Schacher
Giddings, Texas



BRADLEY NOOK FARM



“We were very impressed with the way that Reneé and Tommy came into our home and talked to us about the Rancher Advocacy Program. We had no intention of inviting them in, but once they were in the kitchen we had a candid conversation. That conversation led us to enroll in RAP where we are now on a path to save our small herd from slaughter, and to recreate the land of the Traylor heritage. We are enjoying our transition and learning so much.”

While in their kitchen Richard said, “I’m a hypocrite! I can’t be an environmentalist and be a cattle rancher. Y’all are walking the walk!”

- Richard and Cindy Traylor
Huntsville, Texas

“I worked on the family dairy/cattle farm all my life. I chose not to disconnect from the animals and became vegetarian in my late twenties. After inheriting the organic cattle farm, I decided to step out of tradition and follow my conscience: I gave my cattle to a sanctuary and am now planning to set up a vegan-organic growing business. In addition, an opportunity has arisen to take on a franchise for oat milk production with Refarm’d.”

- Jay Wilde
Derbyshire, Great Britain

ABOUT US



**TOMMY SONNEN &
RENEE KING-SONNEN**

Rowdy Girl Sanctuary is the evolution of and the very special story of two native Texans—one a multi-generational cattle rancher and former hunter and the other, his wife, an ex-rodeo lover and former leather cowboy boot collector.

In 2015, Renee raised the money to transition her husband's Texas beef cattle ranch to the first ever vegan farm animal sanctuary conversion. After watching countless vegan documentaries, her husband Tommy also went vegan and is now the number one contributor and supporter of Rowdy Girl Sanctuary, home to over 108 rescued farm animals.



The Rancher Advocacy Program (RAP) is Rowdy Girl's primary initiative that resulted when farmer and rancher families began reaching out to consult with Renee about the ethical difficulties they also faced when sending their animals to slaughter. The RAP initiative has grown into a quarterly Summit and is becoming known for having the global resources and networking capabilities to inform the space of farm transitions.

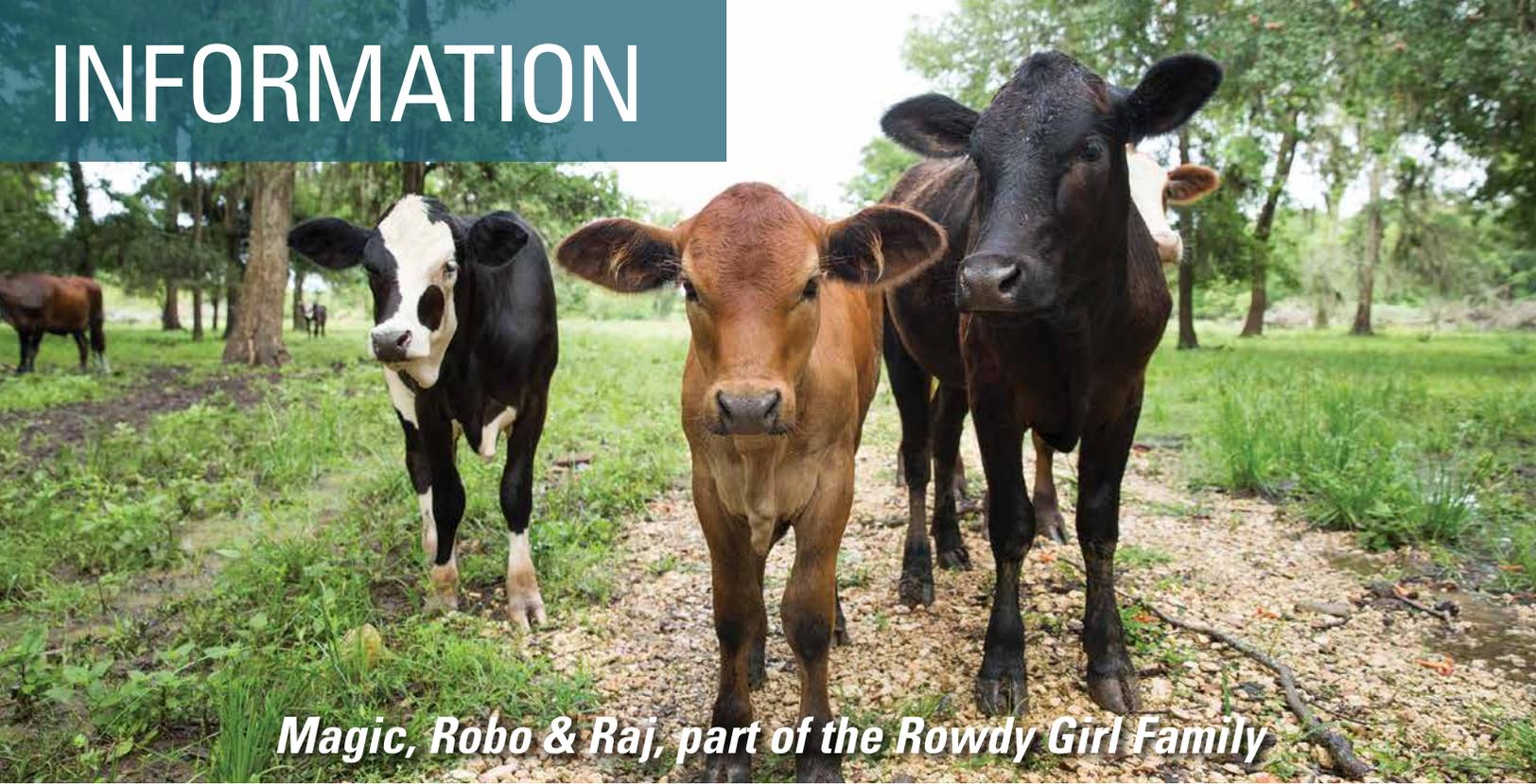


**RENEE WITH
THE TRAYLORS**

“ Whether somebody's transitioning in Spain, the U.K., California, Texas or Florida—wherever they're at—we just want to be able to have the resources people need that they can tap into. ”

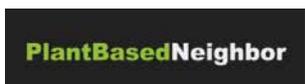
- Renee King-Sonnen

INFORMATION



Magic, Robo & Raj, part of the Rowdy Girl Family

SPONSORS & CROSS POSTING PARTNERS



The National Animal Rights Day®



Contact RENEE@ROWDYGIRLSANCTUARY.ORG to become a sponsor.
Or VISIT RANCHERADVOCACY.ORG/SUMMIT-SPONSOR