



# RAP *Online!* SUMMIT 2022

EVOLVING BEYOND ANIMAL AG



*Plant-Based Industry*

## Rancher Advocacy Program

### Sponsorship Opportunities

**JULY 30, 2022**

**10 AM EST • 12PM CST • 1PM EST**



*Animal AG*



# 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.





**Renee King-Sonnen**  
Rancher Advocacy Program



**Jane Velez-Mitchell**  
Jane Unchained News



**Rebecca Knowles**  
Farmers For Stock-Free Farming



**Dominick Thompson**  
Eat What Elephants Eat



**Helen Atthowe**  
Woodleaf Farm



**Judie Mancuso**  
Social Compassion in Legislation



**Tiffany Washington**  
Dobbin-Kauv Garden Farm



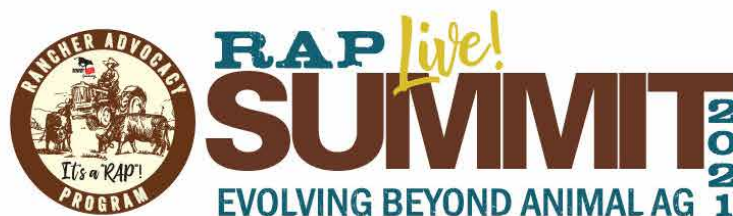
**Nicole Rosmarino**  
Southern Plains Land Trust



**Dr. Sailesh Rao**  
Climate Healers

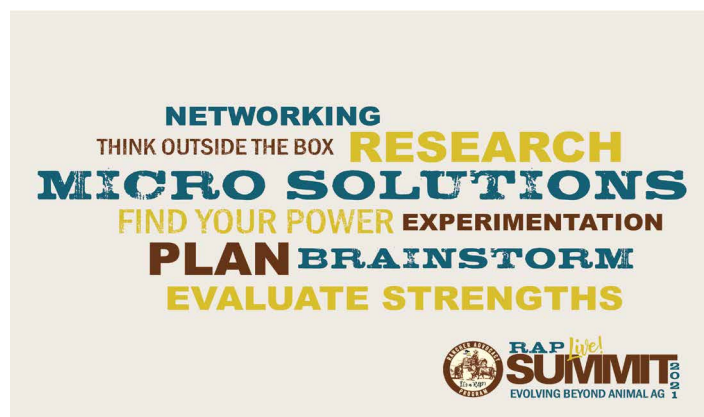


**Laurence Candy**  
Northwood Farm



## THE THIRD RAP SUMMIT ON JULY 24, 2021, WAS A HUGE SUCCESS

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

**WATCH THE SUMMIT RECORDING - [RANCHERADVOCACY.ORG/SUMMIT](https://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.

### BRONZE



**HOUDINI**

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

**\$250**

### SILVER



**FROSTY**

*Everything you receive at BRONZE level plus:*

- **Logo** on all Event Email Blasts
- Eighth Page Ad in Program
- Link to Collateral included in Email

**\$500**

### GOLD



**FIREBALL**

*Everything you receive at SILVER level plus:*

- **Logo** on Web Site through **AUGUST 2022**
- **Logo** Posted in Facebook Event Page & Social Media Post Images
- **Logo** on Event Flyer
- Quarter Page Ad in Program

**\$1,250**

*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/](http://rancheradvocacy.org/summit-sponsor/).

## DIAMOND



**JD**

*Everything you receive at GOLD level plus:*

- **Logo** on Web Site and Emails through **OCTOBER 2022**
- Sponsor Page on Web Site
- :30 Promo on Social Media by Renee
- Third Page Ad in Program
- Special mention with branded image during the Summit

**\$2,500**

## PLATINUM



**CINNAMON**

*Everything you receive at DIAMOND level plus:*

- **Logo** on Web Site and Emails through **DECEMBER 2022**
- Facebook Live Stream Promotional Session Prior to Summit
- Half Page Ad in Program
- **Logo** on Banner on Rowdy Girl Sanctuary working pens and corral

**\$3,750**

## TITANIUM



**ROWDY GIRL**

*Everything you receive at PLATINUM level plus:*

- **Logo** on Web Site and Emails and branded as a RAP corporate sponsor through **MARCH 2023**
- Sponsored intros for YouTube videos and Live Streams
- Full Page Ad in Program
- Promotional video played during the Summit
- **Logo** on the fence or building of your choice at Rowdy Girl Sanctuary

**\$5,000**

# 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.







## The RAP Team

Our core team consists of Reneé King-Sonnen, Tommy Sonnen, Paul Magee Berry, Jane Velez-Mitchell, Jody Rasch, Greg Litus, Nikki Bollaert and Denis Vidmar. 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



Nikki Bollaert



Denis Vidmar



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



# TRANSITIONING RANCHERS THE BARRETT'S

Our friends Jennifer and Rodney Barrett (former chicken farmers and cattle ranchers) in Arkansas will be joining us ONLINE at the upcoming SUMMIT!

Jennifer & Rodney Barrett are transitioning their Arkansas farm to a state-of-the-art mushroom facility. RAP has been honored to share in their initial journey, their struggles and triumphs for almost four years. They've come so far and we are grateful to share their news with you at the upcoming summit.



The Barrett's story is a long and winding road that has all the elements of an epic novel. They've defied all odds as they've forged a path of triumph amidst navigating one of the most difficult exits in Corporate America. When they left a major poultry integrator to embark on their plant-based journey, they turned their back on animal agriculture! These folks used to process over 100,000 chickens every 52 days and now after almost four years of ups, downs and all arounds they are on the other side and embarking on the journey of a lifetime. From chicken farmers to state-of-the-art mushroom farmers, the Barrett's journey is rich with happy times, tragedy, villains, and unbreakable courage!



"Finally, in December of 2017, I was at the bottom. I couldn't do it anymore. I couldn't send calves to the sale barn. Working in the chicken houses became nightmarish. The sorrow I felt for their condition, the pain I felt when they all were sent to slaughter was no longer something I could transcend. I couldn't un-know what I knew. I couldn't un-see what I'd seen. I couldn't deny what I was experiencing in a body that was thriving on plants. Everything in me wanted to embrace the truth but I was living in the middle of this horrible, incredible lie."

- Jennifer Barrett  
Southwest Arkansas

**Read the Barrett's story at**  
**[rowdygirlsanctuary.org/the-barrett-family](http://rowdygirlsanctuary.org/the-barrett-family)**





# TRANSITIONING RANCHERS FEATURED AT PAST SUMMITS



NORTHWOOD FARM

"The vegan community needs to go to the Government and say, 'we've got an agricultural system that is sustainable, is sequestering carbon, and it works; let's run with this!' If we're going to eat differently it only makes sense to do it veganically. It's not a niche, hippy system; veganics does tick all the boxes. The more I look into it, the more I learn; it does solve all the problems."

- Laurence Candy  
Dorset, Great Britain



BRADLEY NOOK FARM



THE TRAYLORS

"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



The Rancher Advocacy Program (RAP) is Rowdy Girl's primary initiative that resulted when farmer and rancher families began reaching out to consult with Reneé 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.



**“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.”**

*- Reneé King-Sonnen*



**TOMMY SONNEN &  
RENEÉ 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, Reneé 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.



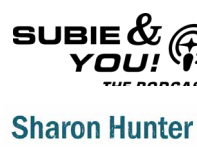
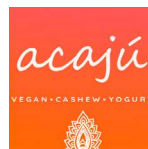


# INFORMATION



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

## SPONSORS



## CROSS POSTING PARTNERS



Contact [RENEE@ROWDYGIRLSANCTUARY.ORG](mailto:RENEE@ROWDYGIRLSANCTUARY.ORG) to become a sponsor.  
Or VISIT [RANCHERADVOCACY.ORG/SUMMIT-SPONSOR](http://RANCHERADVOCACY.ORG/SUMMIT-SPONSOR)