



TOGETHER WE ROC™

A ROA & Rodale Institute Event

Monday, March 2, 2026, 2:00 PM - 7:00 PM, The Ecology Center – San Juan Capistrano, CA

EVENT BRIEFING

Together We ROC™ is a mission-driven gathering that unites leaders, brands, farmers, and advocates committed to advancing **Regenerative Organic** agriculture. Hosted at *The Ecology Center*, the event offers an immersive experience across 28 acres of regenerative organic farming, thought leadership, and meaningful community connection.

Programming includes:

- **Peace Dome Session**
Land Acknowledgement, future-facing Regenerative Organic conversations, Building the Demand Flywheel, and a keynote *"Regenerative 2030: The Future of Regenerative."* Includes special book reading from **Jeff Tkach**, CEO, Rodale Institute.
- **Educational Farm Tour**
A guided tour showcasing regenerative organic farming practices in action.
- **Field-Notes & Friends Happy Hour**
Connection-focused gathering with beverages, bites, and networking across the movement.

SPONSORSHIP LEVELS

\$5,000 – Leadership Partner (2 spots available)

- Six (6) complimentary tickets
- Premium logo placement across all communications (pre, post, and onsite)
- Sampling/activation table
- Brand mention during event program
- Exclusive co-branding opportunities with ROA + Rodale Institute

\$2,500 – Supporting Partner (4 spots available)

- Four (4) complimentary tickets
- Standard logo placement across all communications (pre, post, and onsite)
- Sampling/activation table

In-Kind Contributions

In-kind contributions are an important part of supporting this event, particularly during the *Field-Notes & Friends Happy Hour*. As we consider product support, we also want to be mindful of our hosts at **The Ecology Center**, whose values and carefully curated offerings set the tone for the experience. All in-kind products should align with the center's mission, standards, and most importantly, the on-site food and beverage program to ensure cohesion and respect for their space.

In-kind submissions will be reviewed on a case-by-case basis. Beverage donations are especially encouraged for Happy Hour, provided they complement the regenerative organic and community-centered ethos of the ROA and The Ecology Center.

Together We ROC™ is more than a gathering—it's a catalyst for strengthening the Regenerative Organic movement and the partners who champion it. Your support helps ensure these conversations, farm-level experiences, and community connections continue to grow and inspire action across the industry. We invite you to join us as a partner and stand alongside the organizations moving this work forward. Please reach out! we'd love to explore how we can collaborate.

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