

THE YARD

YEAR ONE · THE FOUNDING CLASS

March 18–19, 2027 · Fainting Goat Vineyards & Winery · Jasper, GA

500 founding members. 40+ booths. One stage. One shot at owning the category.

"History starts here. Year One sponsors write the industry's next chapter."

— Dusty Broadhead, Founder · dusty@lawnlogicturf.com

A \$7 Billion Industry. Zero Dedicated Events. Year One — Now.

The artificial turf and home services industry has 10,000+ U.S. operators, a \$130B+ adjacent market, and until now, zero conference of its own. THE YARD is the inaugural event — Year One, the founding class — staged at a 40-acre working vineyard in the Blue Ridge mountains of North Georgia. Sponsors who show up now own the category.

\$7B+

GLOBAL TURF MARKET

10,000+

U.S. TURF COMPANIES

\$130B+

ADJACENT MARKET



Year One. Founding Class.

01 First-mover category lock

The inaugural YARD. Year One sponsors write the history and keep the shelf forever.

02 Hyper-qualified audience

500 founding members — every one an owner, operator, or decision-maker.

03 Intimate, outdoor setting

No convention-floor noise. A vineyard creates real conversations.

04 Multi-channel exposure

Website, email, social, signage, stage, swag — your brand everywhere.

05 Name on the Founders' Wall

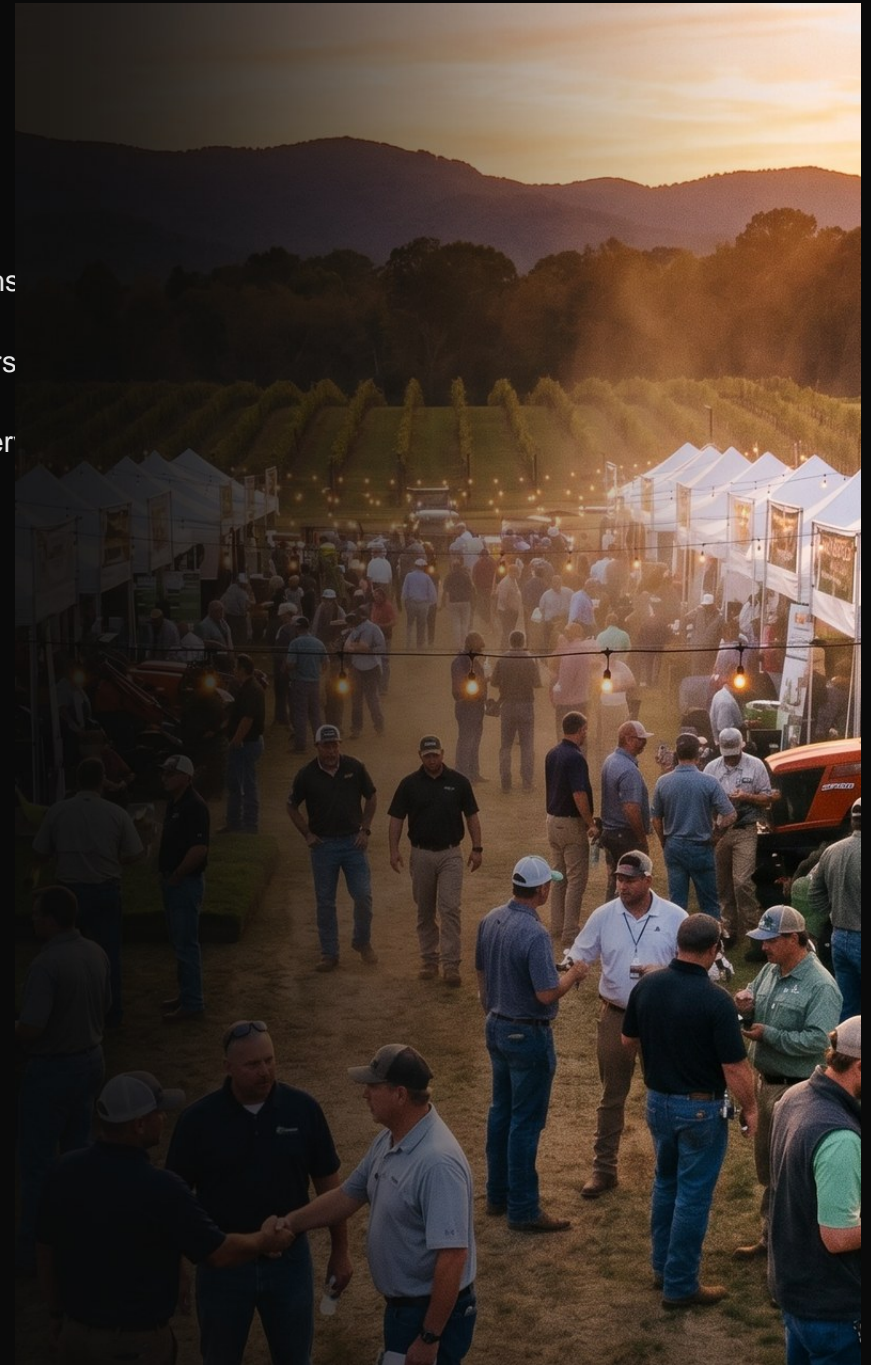
Be part of the origin story. Permanent placement for Year One partners.



The Decision-Makers.

YEAR-1 ATTENDEE MIX · 500 FOUNDING MEMBERS

- Artificial turf installation companies
- CRM / field service software platforms
- Landscaping & hardscaping companies
- Equipment & materials manufacturers
- Outdoor living / patio contractors
- Marketing agencies serving home services
- Home services franchise owners
- Insurance & financing providers
- Private equity & growth investors
- Recruiting & HR platforms



Fainting Goat Vineyards & Winery

201 Vineyard Way, Jasper, GA 30143 · North Georgia Mountains

40+ acres of working vineyard in the Blue Ridge foothills. Open-air mainstage between vine rows. Premium pavilion tents for the Expo Lawn. Tasting room patio for sunset wine hour. Fire pits for the closing bonfire. 60 minutes from Hartsfield-Jackson Atlanta.

100%

OUTDOOR EVENT

40+ acres

PRIVATE ESTATE

60 min

FROM ATL AIRPORT

1 of 1

NO OTHER CONF LIKE IT

Two Days. Six Experiences.

Mainstage at the Vines

4 keynotes + 3 panels. Open-air stage. 500 seats. Blue Ridge backdrop.

Expo Lawn

40+ booths under premium pavilion tents. The field where deals get done.

Breakout Sessions

12 sessions across 3 tracks: Sales · Operations · Marketing.

The Pitch

5 startups pitch the future of home services tech. Audience votes. Cash prize.

Sunset Wine Hour

Estate pours, craft beer, live acoustic set. Day 1 networking at golden hour.

Founders' Fireside Dinner

VIP + Platinum sponsors only. 5-course dinner around the fire pits.



Five Tiers. One Stage.

TIER	INVESTMENT	AVAILABILITY	HIGHLIGHTS
TITLE SPONSOR	\$25,000	1 Available	Naming rights + 20 tickets + main stage slot + all activations
PLATINUM	\$10,000	3 Available	20x20 tent footprint + 12 tickets + stage slot + VIP dinner
GOLD	\$5,000	5 Available	10x10 tent + 6 tickets + logo on all materials + social
SILVER	\$2,500	10 Available	10x10 tent + 3 tickets + logo on website + program
BRONZE / COMMUNITY	\$1,500	Unlimited	Tabletop display + 1 ticket + website listing

Custom packages available on request. Contact dusty@lawnlogicturf.com

TITLE SPONSOR · \$25,000 · 1 AVAILABLE "THE YARD 2027, PRESENTED BY [YOUR BRAND]"

S / 07 — TITLE SPONSOR PACKAGE

- ✓ Naming rights: "THE YARD 2027, Presented by [Sponsor]"
- ✓ 20x20 premium tent footprint — heart of the Expo Lawn
- ✓ 10 VIP tickets + 10 General Admission tickets (20 total)
- ✓ Logo on ALL marketing: website, email, social, signage, swag bags
- ✓ 5-minute main stage speaking slot (both days)
- ✓ VIP Founders' Fireside Dinner table (10 seats)
- ✓ Branded activation zone — dedicated space for demos / giveaways
- ✓ Full-page ad in the official event program
- ✓ Email blast to full attendee list (post-event)
- ✓ Dedicated social media feature (3 posts pre-event + 2 day-of)
- ✓ Exclusive category protection — no direct competitor at any tier
- ✓ Logo on all event merchandise and swag bags



PLATINUM

\$10,000

3 AVAILABLE

- ✓ 20x20 footprint — Expo Lawn pavilion tent
- ✓ 6 VIP + 6 GA tickets (12 total)
- ✓ Logo on website, email headers & signage
- ✓ 3-minute main stage speaking slot
- ✓ VIP Founders' Dinner seats (6)
- ✓ Half-page ad in event program
- ✓ Social media feature (2 posts pre-event)
- ✓ Branded breakout session sponsorship

GOLD

\$5,000

5 AVAILABLE

- ✓ 10x10 footprint — Expo Lawn
- ✓ 4 VIP + 4 GA tickets (8 total)
- ✓ Logo on website & event signage
- ✓ Quarter-page ad in event program
- ✓ Social media feature (1 post pre-event)
- ✓ Listed in all email communications
- ✓ Branded lanyard or badge sponsorship

SILVER

\$2,500

10 AVAILABLE

- ✓ 10x10 footprint — Expo Lawn
- ✓ 2 VIP + 2 GA tickets (4 total)
- ✓ Logo on website sponsor page
- ✓ Listed in event program
- ✓ Social media mention (1 post)

BRONZE / COMMUNITY

\$1,500

UNLIMITED · GREAT FOR STARTUPS

- ✓ Tabletop display — shared Expo Lawn tent
- ✓ 1 General Admission ticket
- ✓ Listed on website & in program
- ✓ Perfect entry point for small vendors

Two Days. Zero Filler.

DAY 01 — THURSDAY MARCH 18 · THE KICKOFF

8:00 AM	Gates Open · Coffee on the Lawn	Vineyard Entrance
9:00 AM	Opening Keynote — The Turf Revolution	Mainstage at the Vines
10:15 AM	Panel — Scaling to 7 Figures	Mainstage at the Vines
11:30 AM	Breakouts Round 1 (3 Tracks)	Barrel Room / Cellar Tent / Ridge Pavilion
12:30 PM	Vineyard Lunch (Sponsored)	Expo Lawn
2:00 PM	Keynote — Tech Changing Home Services	Mainstage at the Vines
3:15 PM	Breakouts Round 2 (3 Tracks)	Barrel Room / Cellar Tent / Ridge Pavilion
5:30 PM	Sunset Wine Hour & Networking	Tasting Room Patio
7:30 PM	Founders' Fireside Dinner (VIP)	The Cellar at Fainting Goat

DAY 02 — FRIDAY MARCH 19 · GAME DAY

8:30 AM	Expo Lawn Opens · Coffee on the Mountain	Expo Lawn
9:30 AM	Keynote — From Installer to Empire Builder	Mainstage at the Vines
10:45 AM	Panel — Real Estate, Renovation & Turf	Mainstage at the Vines
12:00 PM	Vineyard Lunch (Sponsored)	Expo Lawn
1:30 PM	Breakouts Round 3 (3 Tracks)	Barrel Room / Cellar Tent / Ridge Pavilion
2:45 PM	THE PITCH — Startup Showcase	Mainstage at the Vines
4:00 PM	Closing Keynote + Awards Ceremony	Mainstage at the Vines
5:30 PM	Closing Bonfire & Wine Down	Vineyard Lawn · Fire Pits

Year One. Founding Class.

The inaugural YARD runs once. Year One sponsors write the history and keep the shelf forever. Slots are limited and close on a first-come basis — reach out directly to reserve your tier or discuss a custom package.

Dusty Broadhead · Founder, THE YARD

dusty@lawnlogicturf.com

yardliveevent.com · @TheYardConf

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