



NOFA-NY AT A GLANCE

OUR MISSION

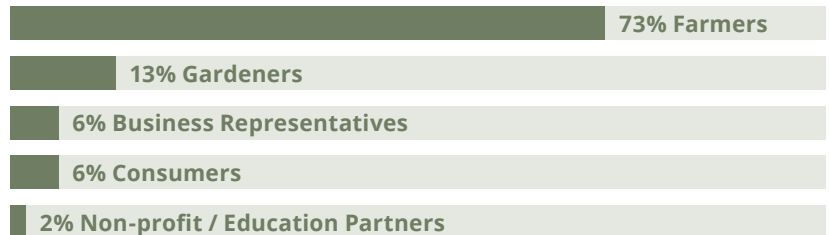
NOFA-NY is an organization of farmers, gardeners, and consumers working together to create a sustainable regional food system that's ecologically sound and economically viable. Through demonstration and education, we promote land stewardship, organic food production, and local marketing. We bring consumer and farmer together to make high-quality food available to all people.

WE HAVE MORE THAN

2,200

ACTIVE MEMBERS

with 3% growth over the past year.



WE REACH NEARLY

27,000

PEOPLE ONLINE A MONTH

across all of our platforms.



11,000
Website Visitors

Social Media Followers



9,353
Facebook



4,372
Twitter



2,430
Instagram



- + We have more than **12,000 subscribers** between eNews, and policy, education, and consumer focused emails.
- + Our monthly eNews alone has **5,628 subscribers**, with a 29% open rate and an 8% click rate.



- + Our print materials reach over **10,000 farmers, gardeners and consumers** a year. This includes our Winter Conference materials, Spring and Fall *Members Matter* newsletters, Annual Report, and Field Day postcards.



January

Winter Conference
in Syracuse, NY

June - November

On-Farm Field Days
across New York State

For more information, please email partnerships@nofany.org or call (315) 988-4000.



ANNUAL PARTNERSHIP OPPORTUNITIES

PROGRAMMATIC PARTNERSHIPS

Programmatic partnerships are a meaningful, high-impact opportunity for any organization or individual to join NOFA-NY in creating a sustainable regional food system. Our partnership program includes recognition benefits at NOFA-NY's events and in our communications, providing year-round opportunities for community engagement.

Annual Benefits	Barnraiser \$25,000	Harvester \$15,000	Planter \$10,000
Event Recognition			
Sponsorship at all NOFA-NY On-Farm Field Days*	Patron	Platinum	Gold
Sponsorship at the NOFA-NY Winter Conference**	Patron	Platinum	Gold
Winter Conference Dairy Day Sponsorship Add-On**	✓	✓	✓
Provide your promotional products at all NOFA-NY events	✓	✓	✓
Hyperlinked logo with prominent display of partnership level on the Winter Conference website	✓	✓	
Five scholarships to the Winter Conference offered in your name	✓		
Exclusive sponsorship of a Winter Conference social hour	✓		
Communications Opportunities			
Hyperlinked logo with prominent display of partnership level on the NOFA-NY website	✓	✓	✓
Recognition in the NOFA-NY Annual Report	✓	✓	✓
Opportunity to display "Proudly Supporting NOFA-NY" and the NOFA-NY logo on your website	✓	✓	✓
Hyperlinked logo with prominent display of partnership level in the NOFA-NY monthly eNews	✓	✓	
Dedicated social media post on the NOFA-NY Facebook and Instagram pages	✓	✓	
Web advertisement on the NOFA-NY website homepage	✓		
NOFA-NY-hosted lunch and learn for your company employees	✓		

*NOFA-NY On-Farm Field Day Sponsorship Benefits can be found on page 5.

**NOFA-NY Winter Conference and Dairy Day Sponsorship Benefits can be found on page 3.

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WINTER CONFERENCE OPPORTUNITIES

WHEN:

January 17-19, 2020

WHERE:

The Oncenter, Syracuse, NY

- + One of the largest conferences in the region with more than **1,100 attendees**.
- + The Winter Conference hosts more than **100 educational workshops**.
- + There are approximately **80 exhibitors** that participate in the trade show.
- + Provides **networking opportunities** for farmers, gardeners and consumers.
- + Includes **NOFA-NY's 9th Annual Organic Dairy and Field Crop Conference**.



NOFA-NY's 9th Annual Organic Dairy and Field Crop Conference is the only event of its kind in the Northeast. Sponsoring **Dairy Day** in addition to the Winter Conference is a great way to get your company's message in front of the organic dairy farming audience we draw to the conference.

Benefits	Winter Conference Sponsorship Levels				Dairy Day
	Patron \$4,500	Platinum \$3,000	Gold \$1,500	Silver \$750	Add-On* \$250
Sponsorship level and logo on signage	✓	✓	✓	✓	
Sponsorship level and logo in mailer**	✓	✓	✓	✓	
Sponsorship level and logo in conference program**	✓	✓	✓	✓	
Advertisement in conference program**	Full Page	1/2 Page	1/2 Page	1/4 Page	
Business membership	✓	✓	✓	✓	
Trade show booth***	✓	✓	✓		
Two non-transferable registrations including all meals	✓	✓	✓		
Recognition in eNews	✓	✓			
Sponsorship level and logo on conference website	✓	✓			
Recognition on social media	✓	✓			
Web advertisement on conference website**	✓				
Verbal recognition at conference	✓				✓
One-day recognition on signage at every workshop	✓				
Recognition on signage at Dairy Day	✓				✓
Sponsorship level and logo in Dairy section of conference program	✓				✓

*A Winter Conference Sponsorship (any level) or a trade show booth must be purchased in order to purchase the Dairy Day Add-On. You will receive the Winter Conference Sponsorship benefits associated with the level purchased plus the Dairy Day Add-On benefits. **Deadline information and advertisement dimensions can be found on page 4. ***Trade show booths do not include electricity - it must be purchased separately. Details can be found on page 4.

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WINTER CONFERENCE OPPORTUNITIES

ADVERTISING AND TRADE SHOW OPPORTUNITIES

Don't miss your chance to get your message in front of more than 1,100 organic farmers, gardeners, and food advocates by advertising in our conference program or participating in our trade show. In addition to being a benefit of sponsorship, advertisements and trade show booths can be purchased à la carte at the rates below.

ADVERTISEMENT DIMENSIONS



Ad Type	Width	Height	À la Carte
Full Page	8 inches	10.5 inches	\$660
1/2 Page	8 inches	5.125 inches	\$365
1/4 Page	5.125 inches	3.875 inches	\$200
Web	250 pixels	250 pixels	\$300

All advertisements are full color. The preferred formats are PDF, JPEG, and TIFF. Advertisements must be at least 300 dpi. Artwork must be submitted via email to jdonovan@nofany.org. Advertisements submitted after the deadlines below will not be accepted.

ADVERTISING DEADLINES



- + In order to be listed in the **mailer**, you must submit your logo by Friday, October 25, 2019.
- + In order to be listed in the **conference program**, you must submit your logo and advertisement by Friday, December 13, 2019.
- + **Web advertisements** can be purchased and submitted at any time. They will be posted as soon as they are received and will remain online through February 2020.

SINGLE TRADE SHOW BOOTHS: \$750

- + Booths are 10' x 10' and include one 8' table, two chairs, and an identification sign. Includes one registration plus all meals, and recognition in the conference program. In order to be listed in the conference program you must purchase your booth by Friday, December 13, 2019.
- + Booths do not include electricity - it must be purchased separately and is an additional \$65.



DOUBLE TRADE SHOW BOOTHS: \$1,200

- + Double booths are 20' x 10' and consist of two 8' tables, four chairs, and an identification sign. Includes one registration plus all meals, and recognition in the conference program. In order to be listed in the conference program you must purchase your booth by Friday, December 13, 2019.
- + Booths do not include electricity - it must be purchased separately and is an additional \$65.

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ON-FARM FIELD DAY OPPORTUNITIES

WHEN:

June - September, 2020

WHERE:

Farms across New York State

+ Our On-Farm Field Days reach approximately **500 people per year**.

+ Sponsorship of a Field Day is a **marketing opportunity** to partner with NOFA-NY and experienced farmers and researchers on a specific event by region and/or by topic. Our On-Farm Field Days provide trainings about organic and sustainable farming and gardening.

Benefits	Patron \$2,000	Platinum \$1,000	Gold \$500
Sponsorship level and logo on signage	✓	✓	✓
Sponsorship level and logo in spring and fall publications of <i>Members Matter</i>	✓	✓	✓
Advertisement in spring and fall publications of <i>Members Matter</i>	Full Page	1/2 Page	1/4 Page
Business membership	✓	✓	✓
Recognition in eNews	✓	✓	
Sponsorship level and logo on Field Day web page	✓	✓	
Web advertisement on Field Day web page	✓		
Recognition on social media	✓		
Present at the Field Day of your choice	✓		

ADVERTISEMENT DIMENSIONS



Ad Type	Width	Height
Full Page	8 inches	10.5 inches
1/2 Page	8 inches	5.125 inches
1/4 Page	5.125 inches	3.875 inches
Web	250 pixels	250 pixels

All advertisements are full color. The preferred formats are PDF, JPEG, and TIFF. Advertisements must be at least 300 dpi. Artwork must be submitted via email to jdonovan@nofany.org. Advertisements submitted after the deadlines below will not be accepted.

ADVERTISING DEADLINES



- + In order to be listed in the **spring publication of *Members Matter***, you must submit your logo and advertisement by Friday, April 24, 2020.
- + In order to be listed in the **fall publication of *Members Matter***, you must submit your logo and advertisement by Friday, August 7, 2020.
- + **Web advertisements** can be purchased and submitted at any time. They will be posted as soon as they are received and will remain online through the end of the Field Day season.

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