

# EVENT SPONSORSHIP PROPOSAL

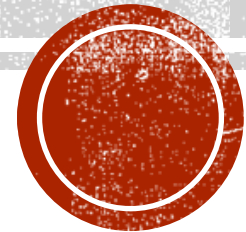
Includes Exhibiting and Conference Guide Advertising Rates

CT NOFA'S

# WINTER CONFERENCE

March 11-12, 2017 | Western CT State University, Danbury CT

Northeast Organic Farming Association of Connecticut



# THE EVENT FOR EVERYTHING LOCAL & ORGANIC

Now in its 35th year, CT NOFA's 2017 Farm & Food Winter Conference is our biggest event in Connecticut and one of the largest organic conferences in the Northeast. Attracting between 800 to 1,000 attendees, exhibitors, vendors and presenters, the Conference brings together consumers and enthusiasts from all over the Northeast who are passionate about local and organic food, gardening, farming and land care. Sponsoring and exhibiting at the conference promotes businesses to a large community focused on sustainable living and healthy lifestyles ... a great way to target your outreach for maximum effect.

On the campus of Western Connecticut State University in Danbury CT on March 11-12, 2017, our themed conference has a dynamic keynote address, over 40 workshops and an extensive agricultural and green exhibitor / vendor showcase promoting brands to a community dedicated to organic, local and sustainable living.

Be certain not to miss the fabulous farm style lunch on Saturday March 11th from the area's premier chefs and restaurants who make the day an extra special event not to be missed!

*THE EVENT where local and organic food fans, gardeners, farmers and landscapers come together to learn about new products & practices.*

# PROMOTION REACH

Emails	Mass email marketing through Gleanings e-News from Jan thru conference date to over 6,000 subscribers including 800 CT Nofa members
Online	CTNofa.org CT NOFA Blog Organiclandcare.net Nofa.org CTNow.com and other regional event sites and list servers
Posters/Flyers	Posted Statewide
Postcards	Save the date, approx. 1000
Event Signage	Digital displays, banners, posters
Gift Bag	Promotional materials
Media	To be announced – Potential media interviews
Social Media Networks	Facebook (3,800 likes), Instagram (600 followers), Twitter (1,000 followers)

*A great opportunity to reach a highly targeted audience of conscious consumers!*

# SPONSORSHIP OPPORTUNITIES

## PREMIER SPONSORS

Presenting Sponsor .....	\$12,000
T-Shirt Sponsor.....	\$8,000
Farm Lunch Sponsor .....	\$5,000

## CONTRIBUTING SPONSORS

Golden Carrot Sponsor .....	\$3,500
Silver Bucket Sponsor .....	\$2,000
Bronze Tractor Sponsor.....	\$1,000

## SUPPORTING SPONSORS

Patron .....	\$500
Friend.....	\$250

***RESERVE YOUR SPONSORSHIP BY JANUARY 6TH FOR  
MAXIMUM BRAND EXPOSURE!***

# PREMIER SPONSORS



## PRESENTING SPONSOR (\$12,000)

- **Own the event!** "Presented by [company name]" on everything...online, in print, emails, at the event, press releases
- **Swag Bag:** Exclusive logo placement on one side of the bag with your item/flyer stuffers
- **At Event:** Exclusive podium signage & opportunity for company representative to comment at keynote  
Opportunity to have your signage in other prime locations around the event
- **Tickets:** 12 event tickets includes lunch with VIP lunch-line access at specified time
- **Advertising:** Back cover full page ad in Conference Guide and full page color ad in the 2017 Farm & Food Guide
- **PLUS** all "At Event" & "Promotion" benefits included under *Golden Carrot Sponsor (pg 6)*

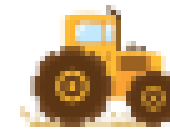
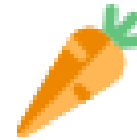
## T-SHIRT SPONSOR (\$8,000)

- **T Shirts:** Exclusive logo placement on one side of organic conference t-shirt
- **Tickets:** 10 event tickets includes lunch with VIP lunch-line access at specified time
- **PLUS** all "At Event", "Promotion" and "Advertising" benefits included under *Golden Carrot Sponsor (pg 6)*

## FARM LUNCH SPONSOR (\$5,000)

- **Dining Hall:** Exclusive exhibitor with optional second table in vendor hall.  
Note: Lunch is provided only on Saturday, March 11<sup>th</sup>.
- **Tickets:** 10 event tickets includes lunch with VIP lunch-line access at specified time
- **PLUS** all "At Event", "Promotion" and "Advertising" benefits included under *Golden Carrot Sponsor (pg 6)*

# SUPPORTING SPONSORS



## GOLDEN CARROT SPONSOR (\$3,500)

- **At Event:** Prime location exhibitor table with two tables (choose corner or in-line)  
Recognition at keynote
- **Promotion:** Brand recognition (event signage and on-screen at event , Conference Guide, website)  
Item/flyer stuffed in swag bag\*  
Ad on CT NOFA's website and Gleanings e-News (January, February and March 2017)\*  
2017 CT NOFA business membership (includes your listing online & in-print + other member benefits)\*  
Cross promotion of one event or three more months of online ads in 2017\*  
*\*not included in Silver Bucket or Bronze Tractor sponsorships*
- **Advertising:** Full page ad in the Conference Guide and 2017 Farm & Food Guide
- **Tickets:** 8 event tickets includes lunch

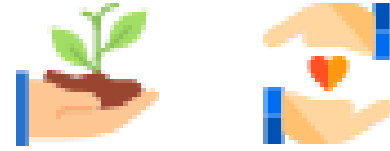
## SILVER BUCKET SPONSOR (\$2,000)

- **At Event:** Preferred exhibitor location (1 table)
- **Promotion:** Brand recognition (event signage and on-screen at event , Conference Guide, website)
- **Advertising:** Full page ad in the Conference Guide and 2017 Farm & Food Guide
- **Tickets:** 5 event tickets includes lunch

## BRONZE TRACTOR SPONSOR (\$1,000)

- **At Event:** Preferred exhibitor location (1 table)
- **Promotion:** Brand recognition (event signage and on-screen at event , Conference Guide, website)
- **Advertising:** Half page ad in the Conference Guide and 2017 Farm & Food Guide
- **Tickets:** 3 event tickets includes lunch

# CONTRIBUTING SPONSORS



## PATRON (\$500)

- **At Event:** Exhibitor table
- **Promotion:** Name in Conference Guide, logo on conference webpage
- **Tickets:** 2 conference tickets

## FRIEND (\$200)

- **Promotion:** Name in Conference Guide program
- **Tickets:** 1 conference ticket

# VENDORS & EXHIBITORS

The Agricultural & Green Exhibitor-Vendor Showcase is a great opportunity to display and sell your products to our audience of conscious consumers. 6 foot tables are provided. Please bring your tablecloth and signage. Note: the Exhibitor-Vendor Showcase is a one-day event on Saturday, March 11, 2017.

<u>Business</u>	<u>Rates</u>
-----------------	--------------

- |                    |       |
|--------------------|-------|
| ▪ Farmers .....    | \$50  |
| ▪ Nonprofits ..... | \$75  |
| ▪ Vendors .....    | \$125 |

**[Click here to Reserve your Exhibitor Table](#)**

Promote your brand to a community dedicated to  
organic, local and sustainable living.



# CONFERENCE GUIDE ADVERTISING

Our Conference Guide goes in-hand to all 800+ attendees and provides information about the conference, recognition to sponsors, and advertisement opportunities. All ads are black and white.

<u>Ad Size</u>	<u>Rate</u>
FULL PAGE (4 $\frac{3}{4}$ x 7 $\frac{1}{2}$ h)	\$400
HALF PAGE - Horizontal (4 $\frac{3}{4}$ x 3 $\frac{1}{2}$ h)	\$250
QUARTER PAGE – Vertical (2 $\frac{1}{4}$ x 3 $\frac{1}{2}$ h)	\$150

**Ad Submission Policy:** Artwork deadline is January 31, 2017. Please send a PDF or 300+ dpi JPG with a border is preferred. Ads requiring editing (e.g. formatting, typesetting or resizing) incurs a \$50/hour fee.

**To RESERVE YOUR AD call 203-308-2584**

# CONTACT US



To reserve program ad space and/or an exhibitor table,  
call 203-308-2584 or email [jeremy@ctnofa.org](mailto:jeremy@ctnofa.org)

Questions please call  
Barb Scala at 203-521-1129 or  
email [barb@ctnofa.org](mailto:barb@ctnofa.org).

## **The Northeast Organic Farming Association of Connecticut (CT NOFA)**

*A growing community of organic  
farmers, gardeners, land care professionals, businesses and consumers*

CT NOFA, 126 Derby Avenue, Derby, CT 06418  
203-308-2584 • [ctnofa.org](http://ctnofa.org) • [organiclandcare.net](http://organiclandcare.net)