



THE NORTHEAST ORGANIC FARMING ASSOCIATION OF NEW HAMPSHIRE

ADVERTISING, SPONSORSHIP AND MARKETING PACKAGE



For more information contact NOFA-NH at winterconference@nofanh.org or
(603) 224-5022

www.nofanh.org

Mission Statement

We actively promote regenerative, ecologically sound gardening, farming and land care practices for healthy communities. We help people build local, sustainable, healthy food systems.

ADVERTISING AND MARKETING OPPORTUNITIES

What We Do ...

NOFA-NH publishes a monthly online e-newsletter, *The Organic Connection*, maintains a vibrant website with information about organic farming and sustainable agriculture [at www.nofanh.org](http://www.nofanh.org), and provides its members with an annual subscription to *The Natural Farmer*, the popular quarterly farm journal, published by the NOFA Interstate Council.

NOFA-NH hosts public education programs, such as the annual Winter Conference and a diverse array of workshops throughout the year.

The organization supports farmers through strong programs such as our specialty crop block grants.

Advertising ...

Advertising opportunities are available in the e-newsletter, which goes out to over 2000 contacts, in the Winter Conference Program Booklet, and on our website, which obtains approximately 3000 unique views per month, providing a prime opportunity to market to a targeted constituency in the thriving sustainable and organic market sector.

Exhibit space at the Winter Conference provides businesses with a critical mass market to advertise their products and services to approximately 500 people during the month of January. Our conference sponsorships provide businesses with high profile advertising exposure and exhibit space.



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NOFA-NH was founded in 1972 and has over 45 years of experience supporting and educating organic farmers through providing organic resources, information, news and public policy and advocacy initiatives, conferences and workshops, and programs for the community at large.

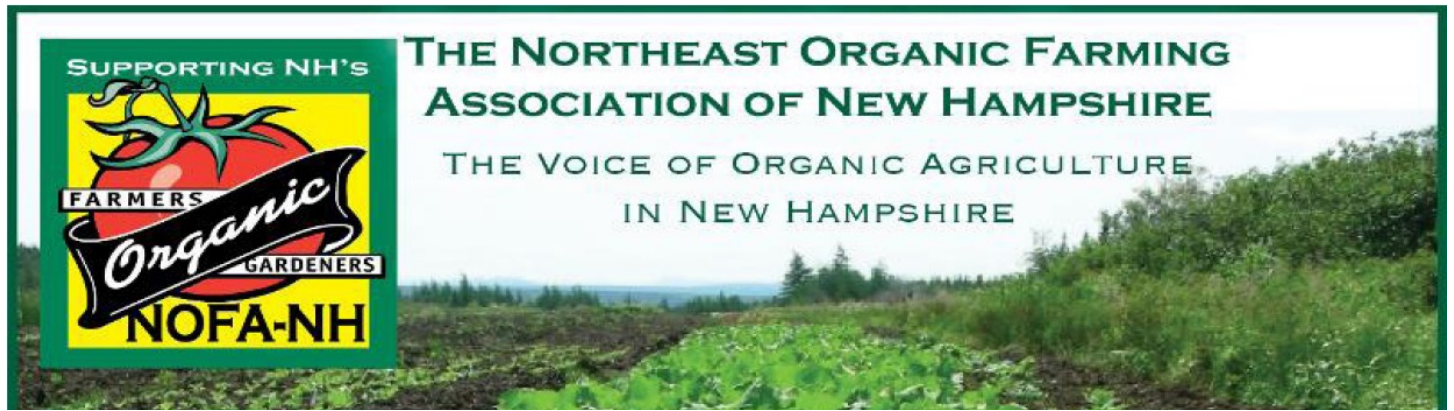
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THE ORGANIC CONNECTION

The NOFA-NH monthly e-Newsletter is published for our membership and the public sent by email each month. Each e-Newsletter is unique, providing up-to-date information on organic and sustainable policy, news, farmer resources, NOFA-NH programs, workshops and events and relevant local community events.

READERSHIP:

The Organic Connection is emailed to approximately 2000 people every month. New contacts are made regularly through outreach events and mailing list submissions.

DEADLINES:

To place an ad in our monthly e-Newsletter, please submit your ad by the first day of the month before your ad will run. For example, for your ad to run in March, submit it by February 1st. Please provide payment and send a copy of the ad. All ads should be in color and submitted in 300 DPI JPEG format. Checks should be made out to NOFA-NH and mailed to 84 Silk Farm Road, Concord, NH 03301.

AD RATES:

Logo and Link Only	\$35
Business card (3.5" x 2")	\$50
Quarter page (3.75" x 5")	\$75

CLASSIFIED ADS:

Did you know you can place a classified ad for a farm job or apprenticeship for free on our website? Classified Ads can be placed in our e-Newsletter for \$10 for up to 50 words and should be submitted by the first day of the month before your ad will run.

Why not support our e-Newsletter for the year? For just \$300 you can have your logo and link on our e-Newsletter for 12 months. That's just \$25.00 per month!

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NOFA-NH WINTER CONFERENCE

The Winter Conference, held during the last weekend of January each year, is the premier gathering of New Hampshire's organic and sustainable food and agriculture community: farmers, gardeners, localvores, educators, and consumers, 500 individuals or more, joining together all under one roof. The conference offers workshops, the Green Market Fair, renowned keynote speakers, and is followed by a fun farmer mixer off-site. The conference features a delicious organic and local lunch.

EXHIBIT

8' x 8' Space

ADVERTISE in the Conference Program Book (without sponsoring; see next page for sponsorship)

Full Page (4 1/2" wide x 7 1/2" tall)	\$500
Half Page (4 1/2" wide x 3 5/8" tall)	\$300
Quarter Page (4 1/2" wide x 1 7/8" tall)	\$200

All ads are black and white and must be submitted in proper size in JPEG format, minimum 300 DPI. Deadline is January 1 of each year.

SPONSORSHIP

The deadline for sponsorship submission is January 1 of each year. Register as a Sponsor online here: <https://nofanh.org/winter-conference-sponsor-information/>. For questions or more information, please contact us at (603) 224-5022 or email winterconference@nofanh.org. Thank you for your consideration!

NOFA-NH is a non-profit 501(c)(3) organization; all donations are tax deductible to the fullest extent of the law.



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NOFA-NH Winter Conference Sponsorship Levels

Premier (1 available)	\$10,000	<ul style="list-style-type: none"> ▪ Speaking opportunity at conference during plenary session ▪ Name featured on cover page of conference program booklet ▪ Company-provided banner placed at conference entrance ▪ Full page ad (5.5" x 8.5") and listing in conference program booklet ▪ Quarter page ad (3.75"x5") in NOFA-NH monthly enews for one year ▪ Recognition as premier sponsor in individualized news release before conference ▪ Recognition in all news releases and marketing materials before conference ▪ First choice of exhibitor space locations ▪ 10 complimentary conference registration passes ▪ <i>Includes all applicable Supporter level features</i>
Platinum (3 available)	\$5,000	<ul style="list-style-type: none"> ▪ First to submit payment designated as Farm to Table Lunch Sponsor ▪ Company-provided banner placed at conference entrance ▪ Full page ad (5.5" x 8.5") and listing in conference program booklet ▪ Quarter page ad (3.75"x5") in NOFA-NH monthly enews for six months ▪ Second, third and fourth choices of exhibitor space locations (when payment recd) ▪ Five complimentary conference registration passes ▪ <i>Includes all applicable Supporter level features</i>
Gold	\$2,500	<ul style="list-style-type: none"> ▪ First to submit payment designated as choice of Breakfast Sponsor or Beginner Farmer Scholarships Sponsor; second designed other ▪ Company-provided banner placed at conference entrance ▪ Full page ad (5.5" x 8.5") and listing in conference program booklet ▪ Business card (3.5"x2") in NOFA-NH monthly enews for two months ▪ Four complimentary conference registration passes ▪ <i>Includes all applicable Supporter level features</i>
Silver	\$1,000	<ul style="list-style-type: none"> ▪ First to submit payment designated as Coffee Break Sponsor ▪ Full page ad (5.5"x8.5") and listing in conference program booklet ▪ Business card (3.5"x2") in NOFA-NH monthly enews for one month ▪ Three complimentary conference registration passes ▪ <i>Includes all applicable Supporter level features</i>
Bronze	\$500	<ul style="list-style-type: none"> ▪ First to submit payment designated as Farmer Mixer Sponsor ▪ Half page ad (5.5"x4.25") and listing in conference program booklet ▪ Logo and link in NOFA-NH monthly enews for two months ▪ Two complimentary conference registration passes ▪ <i>Includes all applicable Supporter level features</i>
Supporter	\$250	<ul style="list-style-type: none"> ▪ Quarter page ad (5.5"x2") and listing in conference program booklet ▪ Logo and link in NOFA-NH monthly enews for one month ▪ One complimentary conference registration pass ▪ Applicable to all Sponsorship Levels: ▪ Hyperlinked logo placement on NOFA-NH website through end of 2017 ▪ Speaker acknowledgement at conference ▪ Exhibitor space (8'x8' space; 6' table & one chair provided) ▪ Individualized announcement about sponsorship on social media ▪ Choice of one of annual memberships: farm/family, nonprofit, business, or basic

Please email your logo and ad to winterconference@nofanh.org

Graphic Format: Send JPEG of logo and ad in high resolution, 300 DPI, color format.

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EXHIBIT AT THE GREEN MARKET FAIR!

Benefits of exhibiting at the NOFA-NH Winter Conference include:

- Exposure to 500+ unique participants.
- Listing in conference program booklet.
- Hyperlinked listing on the NOFA-NH winter conference web page.
- Free access to workshops and presentations.
- Free lunch and breakfast.
- Discounted rates for NOFA and MOFGA members.

DATE

Last Saturday in January

VENDOR SPACE

Approximately 8' x 8' area, one (1) 6' table, one folding chair. Linens are NOT included – please plan to bring your own if you wish. **Exhibitors may purchase multiple booth spaces.** Volunteers will be onsite to help you set up and break down.

PRICE

\$75 members; \$125 not-yet-members

INCLEMENT WEATHER

This is an indoor event. If inclement weather is expected, and you do not feel comfortable traveling to the event, please contact winterconference@nofanh.org. Refunds will not be given if you choose not to attend due to inclement weather.

VENDOR STAFF

Your vending fee and benefits is for one person. Additional booth staff must pay the full winter conference registration cost to attend.

ATTENDING WORKSHOPS

Workshop registration is included in your vendor fee. Feel free to attend any workshops or presentations.

VENDOR INSURANCE

Liability insurance is optional but recommended. NOFA-NH shall not be held liable to any claim for damages to or by the exhibitor from this agreement unless it is directly caused by the fault or negligence of NOFA-NH.

ATTENDANCE & CANCELLATION POLICY

The event runs from approx. 7:30 a.m. – 5:00 p.m. and we strongly encourage you to attend for the entire duration of the event. You must give notification of your cancellation two weeks prior to the event to receive a full refund.

REGISTRATION DEADLINE

Please submit your registration form and payment no later than **January 1** to guarantee your spot. **Vendor spots are limited, fill up quickly and sell out each year.** Register as a vendor online.

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WEBSITE ADVERTISING

ADVERTISE ONLINE

www.nofanh.org is the go-to website in New Hampshire for all things related to organic and sustainable farming, gardening, education and resources.

Businesses offering products and services to the agriculture community, and the public are encouraged to advertise on our website to broaden your market exposure and contribute to helping consumers make informed choices about the type of products and business services they select for their organic lifestyles.

Marketing and Website Statistics

- Our website calendar features NOFA-NH events and community events - You can submit your own event to our calendar!
- Our website is the number one place people look to find information on organics and sustainable agriculture
- Our marketing demographic includes a diverse group of women and men between the ages of 24-68
- We appeal to a broad consumer range of farmers, gardeners, homesteaders, herbalists, permaculturalists, landcare professionals, and educators.
- Receive prime advertising placement on our homepage along with our sponsors and partners.

Your advertising support enables us to continue to build our website to provide resources and support to our valued members with information and programs they will use to grow their farming businesses, educate the community, and create a strong local food system and vibrant economy.

AD RATES:

Homepage Logo and Link	\$60
Sidebar Ad (2" x 3") on select pages	\$80
Scrolling Homepage Banner (2" x 5")	\$110

Website ads will run for one month.

RESERVING SPACE:

To reserve space, please provide payment and send a copy of the ad. All ads should be in color and submitted in 300 DPI JPEG format. Checks should be made out to NOFA-NH and mailed to 84 Silk Farm Road, Concord, NH 03301.

DEADLINE:

Please submit your ad by the first day of the month before your ad will run.

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