



# NOFA/Mass Corporate Marketing and Sponsorship Program

[www.nofamass.org](http://www.nofamass.org)

Call Bob Minnocci at (617) 236-4893 or  
email [bob@nofamass.org](mailto:bob@nofamass.org) for more info.

The Corporate Marketing and Sponsorship Program is designed to provide a wide array of marketing benefits for one annual fee. We are pleased to customize Corporate Sponsorship Packages to meet your specific needs. Advantages to the sponsor include a cost savings on actual benefits. Additionally, sponsors avoid being contacted throughout the year, as they typically provide ad copy for all the publications once a year. Sponsors are able to change their ads throughout the year if they wish.

## VISIBILITY:

- About 5,000 subscribers to the NOFA/Mass Newsletter (11 editions)
- Logo placement on E-blast Alert updates going to thousands each month
- Thousands of visits a month to the NOFA/Mass website
- Summer Conference: 1,400 farmers, consumers, landscapers, gardeners
- NOFA/Mass Winter Conference: 1,000 organic farmers, consumers, landscapers, gardeners
- NOFA/Mass Advanced Growers' Fall and Winter Seminars: nearly 100 farmers in an intensive, multi-day workshop
- 5,600 paid subscribers to The Natural Farmer (quarterly)
- Continuous web presence for the NOFA/Mass Organic Food Guide
- Continuous web presence on the sponsor pages: Corporate, Winter and Summer Conferences
- Hundreds who attend Educational Workshops throughout Massachusetts

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## **\$10,000 Premier NOFA/Mass Sponsor Receives \$13,440 in Benefits:**

Full-page color ad in The Natural Farmer + Sponsorship Listing	\$1,800
Full-page ad in all 11 NOFA/Mass Newsletters; logo in each of the E-News digests	\$2,145
Logo listed on every E-blast Alert	\$1,000
Webpage in the online NOFA/Mass Organic Food Guide	\$ 90
Four annual NOFA/Mass memberships	\$ 140
Gold Sponsorship NOFA Summer Conference + 3 additional registrations	\$1,420
Blue Ribbon Sponsorship – NOFA/Mass Winter Conference + 3 additional registrations	\$ 695
Champion Sponsorship at Advanced Growers Seminar	\$ 650
Silver Sponsorship at the Organic Land Care 5-day course	\$ 500
Listing on the NOFA/Mass Sponsor Page of the website with link to your website and story	\$3,000
Recognition on Educational Workshop publicity	\$2,000

**Total Value: \$13,440**

## **\$5,000 Gold NOFA/Mass Sponsor Receives \$8,380 in Benefits:**

Half-page color ad in The Natural Farmer + Sponsorship Listing	\$1,080
Half-page ad in all 11 NOFA/Mass Newsletters; logo in each of the E-News digests	\$1,375
Logo listed on every E-blast Alert	\$1,000
Web page in the online NOFA/Mass Organic Food Guide	\$ 90
Two NOFA/Mass memberships	\$ 70
Silver Sponsorship – The NOFA Summer Conference	\$ 500
Supporting Sponsorship – The NOFA/Mass Winter Conference	\$ 350
Exhibit Space at the Summer and Winter Conferences + 3 registrations	\$ 915
Listing on the NOFA/Mass Sponsor Page of the web site with link to your website and story	\$3,000

**Total Value: \$8,380**

## **\$2,500 Silver NOFA/Mass Sponsor Receives \$5,705 in Benefits:**

Quarter-page color ad in The Natural Farmer	\$ 405
Quarter-page ad in all 11 NOFA/Mass Newsletters; logo in each of the E-News digests	\$ 825
Logo listed on every E-blast Alert	\$1,000
Web page in the online NOFA/Mass Organic Food Guide	\$ 90
Two NOFA/Mass memberships	\$ 70
Exhibit space at the NOFA/Mass Winter Conference + 2 registrations	\$ 240
Quarter-page ad in the Summer Conference Program Book	\$ 75
Listing on the NOFA/Mass Sponsor Page of the web site with link to your website and story	\$3,000

**Total Value: \$5,705**

## **\$1,500 Supporting NOFA/Mass Sponsor Receives \$3,925 in Benefits:**

Quarter-page black & white ad in The Natural Farmer	\$ 285
Quarter-page ad in each of the 11 NOFA/Mass Newsletters; logo in each of the E-News Digests	\$ 825
Logo listed on every E-news Alert	\$1,000
Quarter page ad in the Summer Conference Program Book	\$ 75
Web page in the online NOFA/Mass Organic Food Guide	\$ 90
One NOFA/Mass membership	\$ 35
Exhibit space at the NOFA/Mass Winter Conference (registration not included)	\$ 115
Entry listing on the NOFA/Mass Sponsor Page of the web site with link to your website	\$ 1,500

**Total Value: \$3,925**

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