



NOFA/Massachusetts · 411 Sheldon Rd · Barre, MA 01005  
978-355-2853 · www.nofamass.org

*Growing Organically Since 1982*

---

## **2019 NOFA/Mass Sponsorship packages**

### **Premier Sponsorship ~ \$10,000**

*(\$13,000+ value)*

**The Natural Farmer – A quarterly publication mailed to 5,600 households across the Northeastern United States (\$3000 value)**

- 4 Full-Page Full-Color Ads (\$2400 value)
- Website banner ad for 1 full year, includes click-through (\$300 value)
- One year TNF sponsorship, includes special thank you mention in sponsor section of each print issue. (\$300 value)

**NOFA/Mass E-Newsletter – An E-Newsletter sent to 6,000 addresses 12 times per year (\$2,540 value)**

- Large Banner Ad included with every e-newsletter (\$195 each)
- Click-through capability to your website or page of your choice
- Option to include a discount code for NOFA/Mass E-News subscribers
- Unique “Sponsor Spotlight” feature article/interview with your business once per year with ability to discuss your targeted products or services. (\$200 value)

**NOFA/Mass E-Blast – Regular contact with 4,500 subscribers dozens of times per year (\$2,000+ value)**

- Logo included with every NOFA/Mass outreach email (\$45 value each)
- Click-through capability to your website or page of your choice
- Option to include a discount code for NOFA/Mass E-blast subscribers

**2019 NOFA Summer Conference Gold Sponsor – August 10-11, 2019, Hampshire College (\$1400+ value)**

- Full-page Color Ad in the Summer Conference Program Book (\$375 value)
- Name and logo on sponsor page of the Summer Conference Program Book (\$200 value)
- One vendor space of choice at the NOFA Summer Conference (\$250 value)
- One Conference registration and keynote attendance badge for one person (\$145 value)
- Logo with click-through on the Summer Conference website (\$300 value)
- Recognition on all Conference signs and in all pre and post Conference publicity (\$250+ value)
- Name and logo recognition at the keynote address

**2020 NOFA/Mass Winter Conference Gold Sponsor– January 10, 2020, Worcester State University (\$1400+ value)**

- Full-page Color Ad in the Winter Conference Program Book (\$315 value)
- Two vendor spaces (\$350 value)

**Northeast Organic Farming Association/Massachusetts Chapter, Inc.**

*Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.*



NOFA/Massachusetts · 411 Sheldon Rd · Barre, MA 01005  
978-355-2853 · www.nofamass.org

*Growing Organically Since 1982*

---

- Two workshop registrations to all events (\$150 value)
- Four organic lunches (\$60 value)
- Logo with click-through on the Winter Conference web page (\$300 value)
- Recognition on all Conference signs and in all pre and post Conference publicity (\$250+ value)
- Name and logo recognition at the keynote address

#### **NOFA/Mass Podcast Sponsor (\$1000 value)**

- Twenty, 30 second, episode ads with the option to include a discount code for listeners
- Logo with click-through ability on podcast page of NOFA/Mass website
- Logo with click-through ability on podcast reminder e-blasts

#### **NOFA/Mass Webinar Sponsor (\$600 value)**

- Twelve live webinar ads
- Name/tagline announced verbally during each live webinar
- Logo visible at the beginning of each webinar
- Logo with click-through ability on the NOFA/Mass webinar web page
- Long-term visibility on the recorded webinar posted to our YouTube channel

#### **The Organic Food Guide Sponsor (\$600 value)**

- Website banner ad on all pages of theorganicfoodguide.org for 1 full year, includes click-through
- Logo with click-through ability on The Organic Food Guide sponsor web page
- Logo with click-through ability on The Organic Food Guide blog articles and eblasts

#### **Educational Event Sponsor (\$600 value)**

- Three NOFA/Mass educational event sponsorships of your choice
- Your name and tagline announced at the beginning and end of the educational event as a presenting sponsor.
- Your logo placed on any appropriate web pages used to promote the event
- Your logo placed on any educational material that NOFA/Mass produces to support the workshop, including print material and video playback
- Your logo placed at the registration area of the facility
- Option to attend and/or vend at the event if the nature of the event allows
- Option to send marketing collateral to be presented to event attendees

#### **Additional exposure**

- NOFA/Mass Premier Sponsor recognition on every page of the NOFA/Mass website
- Logo with click-through ability on the NOFA/Mass sponsor web page
- Social media visibility on all of our shared, sponsored content

**Northeast Organic Farming Association/Massachusetts Chapter, Inc.**

*Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.*



NOFA/Massachusetts · 411 Sheldon Rd · Barre, MA 01005  
978-355-2853 · www.nofamass.org

*Growing Organically Since 1982*

---

## **Gold Sponsorship ~ \$5,000** *(\$6,500+ value)*

**The Natural Farmer – A quarterly publication mailed to 5,600 households across the Northeastern United States (\$940 value)**

- 4 Quarter-Page Full-Color Ads (\$640 value)
- Website banner ad for 1 full year, includes click-through (\$300 value)

**NOFA/Mass E-Newsletter – An E-Newsletter sent to 6,000 addresses 12 times per year (\$1,700 value)**

- Medium Banner or Sidebar Ad included with every e-newsletter (\$1500 value)
- Click-through capability to your website or page of your choice
- Option to include a discount code for NOFA Mass E-News subscribers
- Unique feature article/interview with your business once per year with ability to discuss your targeted products or services. (\$200 value)

**2019 NOFA Summer Conference Gold Sponsor – August 10-11, 2019, Hampshire College (\$1400+ value)**

- Half Page Color Program Book Ad (\$250 value)
- Name and logo on sponsor page of the Summer Conference Program Book (\$200 value)
- One vendor space of choice at the NOFA Summer Conference (\$250 value)
- One Conference registration and keynote attendance badge for one person (\$145 value)
- Logo with click-through on the Summer Conference website (\$300 value)
- Recognition on all Conference signs and in all pre and post Conference publicity (\$250+ value)
- Name and logo recognition at the keynote address

**2020 NOFA/Mass Winter Conference Gold Sponsor– January 10, 2020, Worcester State University (\$1400+ value)**

- Half Page (4 5/8" x 7 1/2") Color Program Book Ad (\$225 each)
- Two vendor spaces (\$350 value)
- Two workshop registrations to all events (\$150 value)
- Four organic lunches (\$60 value)
- Logo with click-through on the Winter Conference web page (\$300 value)
- Recognition on all Conference signs and in all pre and post Conference publicity (\$250+ value)
- Name and logo recognition at the keynote address

**NOFA/Mass Podcast Sponsor (\$500 value)**

- Ten, 30 second, episode ads with the option to include a discount code for listeners
- Logo with click-through ability on podcast page of NOFA/Mass website
- Logo with click-through ability on podcast reminder e-blasts

**Northeast Organic Farming Association/Massachusetts Chapter, Inc.**

*Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.*



NOFA/Massachusetts · 411 Sheldon Rd · Barre, MA 01005  
978-355-2853 · [www.nofamass.org](http://www.nofamass.org)

*Growing Organically Since 1982*

---

**NOFA/Mass Webinar Sponsor (\$250 value)**

- Six live webinar ads
- Name/tagline announced verbally during each live webinar
- Logo visible at the beginning of each webinar
- Logo with click-through ability on the NOFA/Mass webinar web page
- Long-term visibility on the recorded webinar posted to our YouTube channel

**The Organic Food Guide Sponsor (\$600 value)**

- Website banner ad on all pages of [theorganicfoodguide.org](http://theorganicfoodguide.org) for 1 full year, includes click-through
- Logo with click-through ability on The Organic Food Guide sponsor web page
- Logo with click-through ability on The Organic Food Guide blog articles and eblasts

**Additional exposure**

- NOFA/Mass Gold Sponsor recognition on every page of the NOFA/Mass website
- Logo with click-through ability on the NOFA/Mass sponsor web page
- Social media visibility on all of our shared, sponsored content

**Northeast Organic Farming Association/Massachusetts Chapter, Inc.**

*Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.*



NOFA/Massachusetts · 411 Sheldon Rd · Barre, MA 01005  
978-355-2853 · www.nofamass.org

*Growing Organically Since 1982*

---

## **Silver Sponsorship ~ \$3,000** *(\$ 4,000+ value)*

**The Natural Farmer – A quarterly publication mailed to 5,600 households across New England (\$480 value)**

- 4 Quarter-Page Black/White Ads (\$120 each)

**NOFA/Mass E-Newsletter – An E-Newsletter sent to 6,000 addresses 12 times per year (\$1700 value)**

- Medium Banner or Sidebar Ad included with every e-newsletter (\$1500 value)
- Click-through capability to your website or page of your choice
- Option to include a discount code for NOFA Mass E-News subscribers
- Unique feature article/interview with your business once per year with ability to discuss your targeted products or services. (\$200 value)

**2019 NOFA Summer Conference Silver Sponsor – August 10-11, 2019, Hampshire College (\$950+ value)**

- Quarter-page Color Program Book Ad (\$200 value)
- Name and logo on sponsor page of the Summer Conference Program Book (\$200 value)
- Logo with click-through on the Summer Conference website (\$300 value)
- Recognition on all Conference signs and in all pre and post Conference publicity (\$250+ value)
- Name and logo recognition at the keynote address

**2020 NOFA/Mass Winter Conference Silver Sponsor– January 10, 2020, Worcester State University (\$1040 value)**

- Half-page Color Program Book Ad (\$225 value)
- Recognition on all Conference signs and in all pre and post Conference publicity (\$250+ value)
- One workshop registration to all events (\$75 value)
- One vending space (\$175 value)
- One organic lunch (\$15 value)
- Logo with click-through on the Winter Conference web page (\$300 value)
- Name and logo recognition at the keynote address

**Northeast Organic Farming Association/Massachusetts Chapter, Inc.**

*Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.*



NOFA/Massachusetts · 411 Sheldon Rd · Barre, MA 01005  
978-355-2853 · www.nofamass.org

*Growing Organically Since 1982*

---

## **Supporting Sponsorship ~ \$1,500** *(\$ 2,500+ value)*

**The Natural Farmer – A quarterly publication mailed to 5,600 households across New England (\$320 value)**

- 4, 1/6th Page Black & White Ads (\$80 value each)

**NOFA/Mass E-Newsletter – An E-Newsletter sent to 6,000 addresses 12 times per year (\$1100 value)**

- Small Banner Ad included with every email (\$75 value each)
- Logo with click-through ability to your website or page of your choice
- Option to include a discount code for NOFA Mass E-News subscribers
- Unique feature article/interview with your business once per year with ability to discuss your targeted products or services. (\$200 value)

**2019 NOFA Summer Conference – August 10-11, 2019, Hampshire College (\$550 value)**

- Logo with click-through on the Summer Conference website (\$300 value)
- Recognition on all Conference signs and in all pre and post Conference publicity (\$250 value)
- Name and logo recognition at the keynote address

**2020 NOFA/Mass Winter Conference – January 10, 2020, Worcester State University (\$550 value)**

- Logo with click-through on the Winter Conference web page (\$300 value)
- Recognition on all Conference signs and in all pre and post Conference publicity (\$250 value)
- Name and logo recognition at the keynote address

### **Additional exposure**

- NOFA/Mass Supporting Sponsor recognition on every page of the NOFA/Mass website
- Logo with click-through on the NOFA/Mass sponsor web page

**Northeast Organic Farming Association/Massachusetts Chapter, Inc.**

*Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.*



NOFA/Massachusetts · 411 Sheldon Rd · Barre, MA 01005  
978-355-2853 · [www.nofamass.org](http://www.nofamass.org)

*Growing Organically Since 1982*

---

## **2019 NOFA/Mass Individual Program Sponsorship Opportunities**

### **NOFA/Mass Newsletter Sponsorship**

#### **Full year sponsorship - \$2000 (\$2,340 value)**

- Large Banner Ad (390 x 175 pixels) included with every e-newsletter
- Click-through capability to your website or page of your choice
- Option to include a discount code for NOFA Mass E-News subscribers
- Unique feature article/interview with your business once per year with ability to discuss your targeted products or services.

#### **Per newsletter sponsorship**

- Large Banner Ad (390 x 175 pixels): \$195
- Medium Banner Ad (390 x 100 pixels OR 170 x 300 pixels): \$125
- Small Banner Ad (170 x 150 pixels): \$75

### **NOFA/Mass Podcast Sponsorship**

#### **Full year sponsorship - \$1000**

- Your name featured at the top of 20 episodes ads. (\$50/episode)
- Option to include a discount code for listeners.
- Logo with click-through ability on podcast page of NOFA/Mass website.
- Logo with click-through ability on podcast reminder e-blasts.

#### **Presenting sponsor - \$200 (3 episodes)**

- Your name featured at the top of 3 episodes as a presenting sponsor. (Only 1 presenting sponsor per episode available.)
- Maximum exposure to listener's peak attention time.
- Option to include a discount code for listeners.
- Logo with click-through ability on podcast reminder e-blasts of your sponsored episodes.

#### **Per episode sponsorship - \$50 each**

- 30 second episode ad with the option to include a discount code for listeners
- Logo with click-through ability on podcast reminder e-blasts of your sponsored episode

**Northeast Organic Farming Association/Massachusetts Chapter, Inc.**

*Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.*



NOFA/Massachusetts · 411 Sheldon Rd · Barre, MA 01005  
978-355-2853 · www.nofamass.org

*Growing Organically Since 1982*

---

## **NOFA/Mass Webinar Sponsor**

### **Full year sponsorship - \$500 (\$600 value)**

- Twelve live webinar ads
- Name/tagline announced verbally during each live webinar
- Logo visible at the beginning of each webinar
- Logo with click-through ability on the NOFA/Mass webinar web page
- Long-term visibility on the recorded webinar posted to our YouTube channel
  - Logo with click-through ability on webinar reminder e-blasts of your sponsored episodes.

### **Per episode sponsorship - \$50 each**

- Name/tagline announced verbally during each live webinar
- Logo visible at the beginning of each webinar
- Logo with click-through ability on the NOFA/Mass webinar web page
- Long-term visibility on the recorded webinar posted to our YouTube channel
- Logo with click-through ability on webinar reminder e-blasts of your sponsored episodes.

## **The Organic Food Guide Sponsor**

### **Full year sponsorship - \$500 (\$600 value)**

- Website banner ad on all pages of theorganicfoodguide.org for 1 full year, includes click-through
- Logo with click-through ability on The Organic Food Guide sponsor web page
- Logo with click-through ability on all 12+ The Organic Food Guide blog articles and e-blasts

### **Per article sponsorship - \$50 each**

- Logo with click-through ability on selected The Organic Food Guide blog article and e-blast
- Mention of product or service in text of article with click through

### **Featured Farmer or Featured Business sponsorship - \$50 each**

- Rise to the top of website searches for 1 full year
- “Featured” sash on listing preview
- Featured interview/article included in one NOFA/Mass newsletter
- Your social media page shared on the NOFA/Mass social media pages

**Northeast Organic Farming Association/Massachusetts Chapter, Inc.**

*Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.*





NOFA/Massachusetts · 411 Sheldon Rd · Barre, MA 01005  
978-355-2853 · [www.nofamass.org](http://www.nofamass.org)

*Growing Organically Since 1982*

---

## **Educational Event Sponsor**

### **Full year sponsorship - \$2500 (\$4000 value)**

- Your name and tagline announced at the beginning and end of each educational event as a presenting sponsor. (estimated 20 per year)
- Your logo placed on any appropriate web pages used to promote the event
- Your logo placed on any educational material that NOFA/Mass produces to support the workshop, including print material and video playback
- Your logo placed at the registration area of the facility
- Option to attend and/or vend at the event if the nature of the event allows
- Option to send marketing collateral to be presented to event attendees

### **Per event sponsorship - \$200**

- Your name and tagline announced at the beginning and end of the educational event as a presenting sponsor.
- Your logo placed on any appropriate web pages used to promote the event
- Your logo placed on any educational material that NOFA/Mass produces to support the workshop, including print material and video playback
- Your logo placed at the registration area of the facility
- Option to attend and/or vend at the event if the nature of the event allows
- Option to send marketing collateral to be presented to event attendees

**Northeast Organic Farming Association/Massachusetts Chapter, Inc.**

*Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.*