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

- 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.
• 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.
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

- Half Page (4 5/8” x 7 ½”) 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/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 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
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.
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

- 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
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/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.
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