

NOFA
MASS

Northeast
Organic
Farming
Association



Growing a Healthier Future for Massachusetts

SPONSORSHIP OPPORTUNITIES

OUR MISSION & REACH

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.



125

educational
workshops
offered throughout
the year



4,619

attendees to our
virtual events



180

local families
involved and/or
assisted by our food
access program



5,035

Action Network
activists ready to
mobilize

ONLINE REACH
33,000+



78,000

Website visitors per year



13,700

Email subscribers*



9,969



2,572



1,513



512



4,960

Social Followers

**78% increase in email subscribers in 2021, 5% higher open rate than the industry standard*



Growing a Healthier Future for Massachusetts

ANNUAL PARTNERSHIP PACKAGES

Sponsorship Benefits	\$10,000	\$5,000	\$3,000	\$1,500
<i>Winter Conference Sponsorship Level</i>	<i>Presenter</i>	Partner	Supporter	Contributor
<i>Summer Conference Sponsorship Level</i>	<i>Presenter</i>	Partner	Supporter	Contributor
<i>Sponsor of Education Department Events/Webinars</i>	<i>20+ per year (season presenting sponsor)</i>	6 per year	6 per year	2 per year
<i>Sponsor of Podcast Episodes</i>	<i>12 per year (season presenting sponsor)</i>	6 per year	6 per year	2 per year
<i>Ad in Email Newsletters</i>	<i>48 per year</i>	24 per year	12 per year	4 per year
<i>Dedicated shout-out post on social media</i>	<i>2 per year</i>			
<i>One Year Business Membership</i>	✓	✓	✓	✓
<i>Program Underwriter (includes additional visibility): direct your support toward your choice between: Policy Department, Food Access Department, Equity Department, or the Massachusetts Pollinator Network</i>	✓			
<i>Logo on NOFA/Mass website</i>	✓	✓	✓	✓
<i>Conference Scholarships in Your Name</i>	4 per year			
<i>Recognition in Annual Report (print and digital)</i>	✓	✓	✓	✓
<i>Opportunity to display digital supporter badge on your site</i>	✓	✓	✓	✓

These are suggested annual sponsorship packages, which represent a value to our sponsors and ensure support across many of our most important programs. Most of these opportunities, such as sponsorship of a single conference or a one-time newsletter advertisement, are also available individually. These individual opportunities start as low as \$50. Find details on individual advertising and sponsorship opportunities below.



Growing a Healthier Future for Massachusetts

INDIVIDUAL SPONSORSHIP OPPORTUNITIES



CONFERENCES

We host two annual conferences: the NOFA/Mass Winter Conference in January and the regional NOFA Summer Conference in August.

Conference sponsorship packages range from \$300 - \$2500, and include advertising opportunities, different levels of visibility throughout the conference experience, and in-person and virtual vending opportunities.



EDUCATIONAL EVENTS

We offer more than 20 educational events per year (a combination of on-site and online workshops), covering a wide range of topics and audiences.

Single event sponsorships start at \$100 per event, and include visibility and click-through to your website in promotional emails and on the event registration page, as well as acknowledgment during the event.



NEWSLETTERS

We send four mini email newsletters to our subscribers. These are organized by topic, with each topic-based newsletter sent once per month

The newsletter topics are:

- Policy & Advocacy
(updates from our policy department and calls-to-action)
- Be a Better Grower
(tips for farmers and gardeners from expert growers)
- Practical Self-Sufficiency
(DIY ideas, from food preservation to fence repair)
- Food Justice
(updates on how our community is working to improve the food system)

Advertise in the newsletter of your choice for \$75 per ad. Annual commitment to advertising in any one newsletter (12 ads / \$900 per year) comes with bonus visibility: a once annual feature article or interview on a relevant subject published in the newsletter of your choice.



Growing a Healthier Future for Massachusetts

INDIVIDUAL SPONSORSHIP OPPORTUNITIES



THE NOFA PODCAST

Episodes released monthly, covering a wide variety of topics of interest to the regional NOFA community.

Advertise in a single podcast episode for \$50 (includes 30 second audio spot of your copy read by the podcast host, plus visibility in podcast promo, reminder emails, and show notes).

Opportunities also available for seasonal sponsorship: support podcast production starting with a commitment of \$1200 per year (\$100 per episode for 12 episodes) and receive the opportunity to share longer-form audio content and enjoy deeper integration into podcast topics and conversations. Season sponsorship also includes visibility in promo, emails, and show notes.



DEPARTMENT UNDERWRITING

Your opportunity to provide direct support to the programming that is important to you.

Policy Department: support our policy and advocacy work. Receive clickable logo on policy department webpage and additional visibility w/ coalition starting at \$500 in support for policy work per year.

Food Access Department: support our food access, community food security, and youth community garden programming. Receive clickable logo on food access webpage and additional visibility starting at \$500 in support for food access work per year.

Massachusetts Pollinator Network (MAPN): support our statewide initiative connecting individuals, organizations, communities, and experts working to protect pollinators and their habitats. Sponsors at any level receive network supporter digital badge. Receive clickable logo on MAPN website and additional acknowledgement/visibility starting at \$500 in MAPN support per year.

*use of the pollinator network supporter digital badge and display of your logo on the MAPN website is subject to the approval of the Massachusetts Pollinator Network steering committee, which will confirm that your business/organization's practices/policies are in accordance with the network's pollinator protection guidelines (as applicable).