



Sponsor Benefits

We would like to invite you to sponsor The Ecological Farming Association (EcoFarm). EcoFarm is an independent, nonprofit organization that nurtures healthy and just farms, food systems, communities and environment by bringing people together for education, alliance building and advocacy. Revenue from our sponsors is a critical part of our budget and without you there would be no EcoFarm Conference. Sponsorship amounts listed below are the fair market value of the package you will receive. Any charitable donation you make is offset by value received. In other words your sponsorship is deductible as promotion/advertising. If you wish to make an additional charitable donation please see our donor form.

\$15,000 Founding Farmer

\$10,000 Farmer's Fields

\$5,000 Farmer's Family

\$2,500 Farmer's Friend

\$1,000 Farmer's Table

\$500 Farmer Advocate

Benefits to all sponsors:

- ✧ Listing in two Conference publications: the Registration Agenda (dist. 14,000) and the Conference Program (dist 1,500)
- ✧ Listing in EcoFarm print newsletter (dist. 14,000)
- ✧ Listing on the EcoFarm Conference website: www.eco-farm.org/efc
- ✧ Listing in sponsor recognition materials at EcoFarm Conference
- ✧ Business card sized ad in the Conference Program (upgrades available, see below)
- ✧ Extended registration deadline (December 14, 2010)
- ✧ Reduced rates and advance exhibitor booth registration
- ✧ Premium lodging choices, including rooms with fireplaces and ocean views or upgrades at affiliated local motels, when available
- ✧ You will be assigned a designated EcoFarm representative to help you with conference related arrangements

\$500 Farmer Advocate

Includes all the above benefits.

\$1,000 Farmer's Table

Includes all of the above benefits and:

Conference Package

- ✧ 150 conference credits to be used on registration discounts, advertising, exhibitor marketplace booth fees and more
- ✧ For an additional \$500 or \$1,000 you may host breakfast, lunch or a mixer, please see sponsor hosting opportunities (you will earn additional conference credits at the rate of 15% on monies spent hosting)



NEW this year! Social media package level 1

- ✧ Logo and hotlink to your homepage at website: www.eco-farm.org/efc
- ✧ @Eco_Farm will follow you on twitter and re-tweet you
- ✧ Logo and hotlink on the EcoFarm Facebook Page
- ✧ Listing in monthly email marketing newsletter

\$2,500 Farmer's Friend

Includes all of the above benefits, everything in Farmer's Table and:

Conference Package

- ✧ Additional 500 conference credits (650 total credits) to be used on registration discounts, advertising, exhibitor marketplace booth fees and more
- ✧ Logo in sponsor recognition materials at EcoFarm Conference and other EcoFarm forums and events
- ✧ Logo in EcoFarm print newsletter (dist. 14,000)
- ✧ Access to discounted admission tickets and exhibit space at other EcoFarm events
- ✧ For and additional \$1,000 or \$2,000 you may host the Organic Beer and Artisan Cheese Tasting or Thursday night dinner, please see sponsor hosting opportunities (you will earn additional conference credits at the rate of 25% on monies spent hosting)

NEW THIS YEAR! Social media package level 2

- ✧ Logo and hotlink to your homepage in the footer of every page at www.eco-farm.org
- ✧ Hotlink to your homepage at www.hoesdown.org
- ✧ @Eco_Farm will follow you on Twitter and we will encourage our partners to do the same
- ✧ We will re-tweet you at least once a month on two EcoFarm affiliated Twitter accounts (@Eco_Farm, @HoesDownEFA)
- ✧ Hotlink to your homepage on the EcoFarm Facebook Page and Hoes Down Facebook Page
- ✧ EcoFarm will link to you on Facebook once a quarter and highlight your organization's activities on our website and Twitter feeds

\$5,000 Farmer's Family

Includes all of the above benefits, everything in Farmer's Friend and:

Conference Package

- ✧ Additional 800 conference credits (1,300 total credits) to be used on registration discounts, advertising, exhibitor marketplace booth fees and more
- ✧ Name on back of Conference T-shirt
- ✧ Logo in Conference Agenda (dist. 14,000) and Program (dist 1,500)
- ✧ For and additional \$2,500 you may host the Exhibitor Marketplace, please see sponsor hosting opportunities (you will earn additional conference credits at the rate of 25% on monies spent hosting)

NEW THIS YEAR! Social media package level 3

- ✧ 1 hour social media tutorial
- ✧ Logo and hotlink in monthly email marketing newsletter
- ✧ Acknowledgment in event electronic press releases and outreach materials



\$10,000 Farmer's Fields

Includes all of the above benefits, everything in Farmer's Family and:

Conference Package

- ✧ Additional 1,800 conference credits (3,100 total credits) to be used on registration discounts, advertising, exhibitor marketplace booth fees and more
- ✧ Full Page Color Advertising Package
- ✧ Name and logo on back of conference T-shirt
- ✧ Color logo on back cover of EcoFarm Conference Agenda (dist. 13,000)
- ✧ Priority seating at the EcoFarm Conference Friday Night Banquet
- ✧ For and additional \$3,000 you may host a Plenary, please see sponsor hosting opportunities (you will earn additional conference credits at the rate of 25% on monies spent hosting)

NEW THIS YEAR! Social media package level 4

- ✧ Logo and hotlink to your homepage at www.hoesdown.org
- ✧ 1 hour social media tutorial and 2 additional hours of social media coaching (for example, we will lead you through an #AgChat, #meatcamp or #foodchat conversation)
- ✧ Logo and hotlink to your homepage on the EcoFarm Facebook Page and Hoes Down Facebook Page
- ✧ EcoFarm will link to you on Facebook once a month and highlight your organization's activities on our website and twitter feeds
- ✧ We will highlight you in a discussion thread on Facebook
- ✧ Opportunities to partner on email Action Alerts (co-branding with EcoFarm and affiliates)
- ✧ Collaboration with communications department in event electronic press releases and outreach materials

\$15,000 Founding Farmer (limit 2)

Includes all of the above benefits, everything in Farmer's Fields and:

- ✧ Additional 2,000 conference credits (5,100 total credits) to be used on registration discounts, advertising, exhibitor marketplace booth fees and more
- ✧ Top billings on back of conference T-shirt
- ✧ Complimentary tickets to the Hoes Down Harvest Festival
- ✧ Complimentary drink tickets at the Hoes Down Harvest Festival
- ✧ Exclusive hosting of Friday Night Awards banquet included, please see sponsor hosting opportunities (you will earn additional conference credits at the rate of 25% on monies spent hosting)