Dear EcoFarm Sponsor,

The 36th annual EcoFarm Conference returns again January 19 - 23, 2016, at the Asilomar Conference Grounds in Pacific Grove, CA. Since 1981, the Ecological Farming Association (EcoFarm) has been committed to developing an ecologically sound and socially just food and farming system by bringing together the agricultural community around this shared goal.

EcoFarm provides an exceptional platform for people to come together, learn, network, and advance their businesses through educational workshops, tours, an Exhibitor Marketplace, meetings, special events, and shared meals.

EcoFarm sponsors are an essential part of the annual EcoFarm Conference. By sponsoring EcoFarm, you gain the opportunity to make a connection with this ever-growing community at the largest and oldest ecological agriculture gathering in the West! Sponsors receive broad recognition in conference promotions as well as EcoFarm’s year-round programs and communications that reach more than 30,000 people, annually.

Please review the sponsorship opportunities and contact our sponsorship team at (831) 763-2111 or sponsors@eco-farm.org. We can help you choose the package that is right for you and your business goals. With your support, this transformative event will continue to grow the food and farming system we are all working to realize.

Sincerely,

Ken Dickerson, Executive Director

“I plan on attending Ecofarm every year for the rest of my life. It is so fulfilling, and I can’t tell you how many times throughout the year I think back to things I learned there and people I met.” – 2015 Conference Attendee

On-farm education at River Valley Farms during the annual EcoFarm Bus Tour.
Join us!

The Ecological Farming Association nurtures healthy, just food systems and communities by bringing people together for education, alliance building, and celebration.

Without you there is no EcoFarm Conference!

Sponsorship support for the annual Ecological Farming Conference makes it possible for our team to produce this nationally recognized conference for nearly 2,000 attendees. As a sponsor, your company receives recognition through conference promotions and our year-round outreach. Opportunities to expand your exposure at EcoFarm are available through Add-Ons, including support of the Scholarship & Fellowship Fund, workshop tracks, special events and activities. Receipt for 501(c)3 tax deductible donations will be available upon request.

How to become a Sponsor

1. Review the Sponsor Packages, page 2
2. Choose your Sponsorship Level, page 2
3. Review Level Benefits and Select your Benefit Option, page 2
4. Consider a Sponsorship Add-On, page 3
5. Review Advertising and Social Media Options, page 4
6. Contact Dina Izzo or Allie Wilson to discuss options and opportunities: 831-763-2111 or sponsors@eco-farm.org
7. Please confirm your sponsorship commitment by September 17, 2015 and arrange payment by October 10, 2015. Arrangements must be made for all payments received after October 10 in order to guarantee full sponsor benefits.
## 2016 Sponsor Benefit Packages

### All Sponsorships include the following benefits:
- Prominent listing in the EcoFarm Agenda (dist. 18,000)
- Listing in the EcoFarm Program (dist. 1,800+)
- Listing in the annual print Newsletter (dist. 12,000+)
- Listing on the EcoFarm Conference website
- Priority booth selection in the Exhibitor Marketplace and premium lodging choices, per availability.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Level</th>
<th>Benefits</th>
<th>Options (choose 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000+</td>
<td>Farmer's Fields</td>
<td>• Logo on conference t-shirt</td>
<td>1. Full conference packages with meals and lodging for 2 people in single rooms (or equivalent) or</td>
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<tr>
<td></td>
<td></td>
<td>• Social Media Gold Level [see pg 4]</td>
<td>2. Full page ad in Agenda and Program, plus full conference package with meals and shared room for 1 person or</td>
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<tr>
<td></td>
<td></td>
<td>• One Sponsorship Add-On [see pg 3]</td>
<td>3. Any customized ad and registration combination equivalent to option 2.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PLUS: Benefits for levels below and one option from right*</td>
<td></td>
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<tr>
<td>$5,000</td>
<td>Farmer's Family</td>
<td>• Color logo on back of conference Agenda</td>
<td>1. Full conference packages with meals (no lodging) for 2 people (or 1 person package with lodging) or</td>
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<tr>
<td></td>
<td></td>
<td>• Name on conference t-shirt</td>
<td>2. 3/4 page ad in Agenda and Program, PLUS upgrade to Social Media Gold Level or</td>
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<td></td>
<td></td>
<td>• Publicity on the projection screen before plenary speakers at conference</td>
<td>3. 1/4 page ad in Agenda and Program PLUS Full conference package with meals (no lodging) for 1 person or</td>
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<tr>
<td></td>
<td></td>
<td>PLUS: Benefits for levels below and one option from right*</td>
<td></td>
</tr>
<tr>
<td>$2,500</td>
<td>Farmer’s Friend</td>
<td>• Name on conference website</td>
<td>1. Full conference package with meals (no lodging) for 1 person (or 2 people for one day each) or</td>
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<tr>
<td></td>
<td></td>
<td>PLUS: Benefits for levels below and one option from right*</td>
<td>2. 1/2 page ad in Agenda and Program or</td>
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<tr>
<td></td>
<td></td>
<td>• 1/8 page ad in the conference Agenda and Program</td>
<td>3. 1/2 price 10’ by 10’ or 8’ by 8’ exhibit booth</td>
</tr>
<tr>
<td>$1,500</td>
<td>Farmer’s Table</td>
<td>• 1/8 page ad in the conference Agenda and Program</td>
<td>1. One day conference pass with meals for one person (without lodging) or</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Social Media Silver Level [see pg 4]</td>
<td>2. Upgrade to 1/4 page ad in Agenda and Program or</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PLUS: Benefits for levels below and one option from right*</td>
<td>3. $200 off any exhibitor booth</td>
</tr>
<tr>
<td>$500-1,000</td>
<td>Farmer’s Advocate</td>
<td>• Name listed in conference Agenda and Program</td>
<td>$1,000 - 1/8 page ad in Agenda and Program and name listed in the Agenda and Program or</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Your name associated with the largest and oldest ecological agriculture conference in the West</td>
<td>$700 - 1/8 page ad in Program and name listed in the Agenda and Program. or</td>
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<tr>
<td></td>
<td></td>
<td>• 1/8 page ad in Agenda and Program and name listed in the Agenda and Program</td>
<td>$500 - Name listed in Agenda and Program</td>
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</tbody>
</table>

*Except 1/8 page ad if you select an ad package as your option. Additional ads are available for purchase.*
Events and Activities

Scholarship & Fellowship Fund
Your fiscal support provides scholarships and fellowships for deserving individuals to attend the conference. Scholarships provide one day of attendance to low income and beginning farmers as well as students and others in need. Fellowships provide full conference attendance to farmers dedicated to the goals of the Farmers’ Association - supporting farmers working to achieve a Triple Bottom Line. Benefits include recognition in the Agenda and Program.

Workshop, Track, or Plenary
Link your name to workshops, specific topic tracks, or a plenary, to help fund speakers and increase publicity. Topics may include beginning farmers, seeds, livestock, farm-to-school, water, soil, etc. Benefits include recognition on signage, on the conference website, Agenda and Program.

Opening Night Art Reception
This popular event is the first opportunity for EcoFarmers to gather and celebrate on Wednesday evening while enjoying an art exhibit, designed and installed especially for EcoFarm. Benefits include recognition on event signage and on the conference website, Agenda and Program.

Mixers
Afternoon or evening mixers provide an ideal place to unwind, network, and swap industry stories, while enjoying complimentary refreshments. Benefits include recognition in the Agenda and Program and event signage.

Beer & Cheese Tasting
Guests sample craft brews and artisanal cheeses in the Marketplace while networking, making new friends, and engaging with exhibitors. Benefits include your name on the tasting glasses, on signage prominently displayed in the Marketplace, and recognition in the Agenda and Program.

Wine & Cider Tasting Appetizer Buffet
It’s an EcoFarm tasting tradition! Beverage enthusiasts sample premium organic wines and ciders offered by premier vintners and cider producers. Sponsor the lavish appetizer buffet! Benefits include recognition on event signage and in the Agenda and Program.

Thursday Night Talent Show
An EcoFarm classic production, presented every other year! A unique, rousing, and entertaining evening, not to be missed. Benefits include recognition on event signage and on the conference website, Agenda and Program.

Videos & Workshop Audio Recordings
Videos of the plenary sessions are made available online after the conference. Workshop audio recordings are posted for sale on the EcoFarm website. Support this important educational resource! Benefits include acknowledgement on videos and audio web pages.

EcoFarm Awards Ceremony
A long-standing tradition that honors the outstanding achievements of leaders in the ecological agriculture community. Awards are presented as part of the Friday evening banquet dinner. Benefits include recognition on event signage and in the Agenda and Program.

Friday Night Dance
This final evening celebration provides a freewheelin’ environment for attendees to cut loose in the company of friends, while listening to the vibrant sounds of our featured band. Benefits include recognition on event signage and in the Agenda and Program.

Exhibitor Marketplace
With more than sixty exhibitors, this is the premier location for businesses, non-profit organizations, and industry professionals to display their products and exchange information. Benefits include listing in the Agenda and Program and your logo on signage prominently displayed in the Marketplace.

Photo Booth
Say Cheese! We’re bringing back the popular photo booth. Located at the site of the Friday Night Dance, your support will help us capture and immortalize the spirit of EcoFarm. Benefits include recognition on event signage and acknowledgement in the Agenda and Program.

2016 Sponsorship Add-Ons
Take advantage of these additional sponsorship opportunities!

Scholarship & Fellowship Fund
Your fiscal support provides scholarships and fellowships for deserving individuals to attend the conference. Scholarships provide one day of attendance to low income and beginning farmers as well as students and others in need. Fellowships provide full conference attendance to farmers dedicated to the goals of the Farmers’ Association - supporting farmers working to achieve a Triple Bottom Line. Benefits include recognition in the Agenda and Program.

Opportunities start at $500

Workshop, Track, or Plenary
Link your name to workshops, specific topic tracks, or a plenary, to help fund speakers and increase publicity. Topics may include beginning farmers, seeds, livestock, farm-to-school, water, soil, etc. Benefits include recognition on signage, on the conference website, Agenda and Program.

Opportunities start at $500

Opening Night Art Reception
This popular event is the first opportunity for EcoFarmers to gather and celebrate on Wednesday evening while enjoying an art exhibit, designed and installed especially for EcoFarm. Benefits include recognition on event signage and on the conference website, Agenda and Program.

Full sponsorship $1,000 / Co-sponsorship $500

Mixers
Afternoon or evening mixers provide an ideal place to unwind, network, and swap industry stories, while enjoying complimentary refreshments. Benefits include recognition in the Agenda and Program and event signage.

Full sponsorship $400 / Co-sponsorship $200

Beer & Cheese Tasting
Guests sample craft brews and artisanal cheeses in the Marketplace while networking, making new friends, and engaging with exhibitors. Benefits include your name on the tasting glasses, on signage prominently displayed in the Marketplace, and recognition in the Agenda and Program.

Co-sponsorships available at $350 each

Wine & Cider Tasting Appetizer Buffet
It’s an EcoFarm tasting tradition! Beverage enthusiasts sample premium organic wines and ciders offered by premier vintners and cider producers. Sponsor the lavish appetizer buffet! Benefits include recognition on event signage and in the Agenda and Program.

Full sponsorship $1,000 / Co-sponsorship $500

Thursday Night Talent Show
An EcoFarm classic production, presented every other year! A unique, rousing, and entertaining evening, not to be missed. Benefits include recognition on event signage and on the conference website, Agenda and Program.

Full sponsorship $1,000 / Co-sponsorship $500

Videos & Workshop Audio Recordings
Videos of the plenary sessions are made available online after the conference. Workshop audio recordings are posted for sale on the EcoFarm website. Support this important educational resource! Benefits include acknowledgement on videos and audio web pages.

Full sponsorship $3,000 / Co-sponsorship $1,500

EcoFarm Awards Ceremony
A long-standing tradition that honors the outstanding achievements of leaders in the ecological agriculture community. Awards are presented as part of the Friday evening banquet dinner. Benefits include recognition on event signage and in the Agenda and Program.

Full sponsorship $1,800 / Co-sponsorship $600 (3 available)

Friday Night Dance
This final evening celebration provides a freewheelin’ environment for attendees to cut loose in the company of friends, while listening to the vibrant sounds of our featured band. Benefits include recognition on event signage and in the Agenda and Program.

Full sponsorship $1,000 / Co-sponsorship $500

Exhibitor Marketplace
With more than sixty exhibitors, this is the premier location for businesses, non-profit organizations, and industry professionals to display their products and exchange information. Benefits include listing in the Agenda and Program and your logo on signage prominently displayed in the Marketplace.

Full sponsorship $1,000 / Co-sponsorship $500

Photo Booth
Say Cheese! We’re bringing back the popular photo booth. Located at the site of the Friday Night Dance, your support will help us capture and immortalize the spirit of EcoFarm. Benefits include recognition on event signage and acknowledgement in the Agenda and Program.

Full sponsorship $2,000 / Co-sponsorship $1,000
**Sponsor Advertising Packages**

Sponsor Ad Packages include an ad in the conference Agenda AND conference Program. If you would like to upgrade to a larger size ad in either publication, contact the EcoFarm Sponsorship Team at (831) 763-2111 or sponsors@eco-farm.org.

**Conference Agenda**

The Agenda is published in black and white with some pages in full color. Sponsors can upgrade their black and white ad to color or to a larger size depending on availability. The Agenda is distributed to 18,000 contacts throughout the food and farming community each October. Advertising in the Agenda is available exclusively to sponsors who give $1,000 or more.

**Conference Program**

The Program is published in black and white (with a color cover). All Program ads are black and white. Additional ads can be purchased in the Program depending on availability. The Program is distributed in January to 1800+ conference attendees.

### Ad Dimensions

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Agenda ad size</th>
<th>Program ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad Package</td>
<td>5.5”w x 10.25”h</td>
<td>7.25”w x 9.5”h</td>
</tr>
<tr>
<td>3/4 Page Ad Package</td>
<td>5.5”w x 7.618”h</td>
<td>7.25”w x 7.25”h</td>
</tr>
<tr>
<td>1/2 Page Ad Package</td>
<td>5.5”w x 5”h</td>
<td>7.25”w x 4.625”h</td>
</tr>
<tr>
<td>1/4 Page Ad Package*</td>
<td>H: 5.5”w x 2.375”h</td>
<td>V: 2.625”w x 5”h</td>
</tr>
<tr>
<td></td>
<td>Program ad size: H: 7.25”w x 2.375”h</td>
<td>V: 3.5”w x 4.625”h</td>
</tr>
</tbody>
</table>

* 1/4 page ads can be either horizontal or vertical

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Agenda ad size</th>
<th>Program ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 Page Ad Package</td>
<td>2.625”w x 2.375”h</td>
<td>3.5”w x 2”h (business card size)</td>
</tr>
</tbody>
</table>

**Social Media Benefits** *included in select Benefit Packages*


**Gold** *(includes all Social Media Silver benefits.)*

- EcoFarm will retweet your agriculture and food related tweets once a month on Twitter
- EcoFarm will repost one of your Instagram photos with a photo caption about your company and how it aligns with EcoFarm’s mission
- EcoFarm will tag you or share your posts once a month on Facebook
- Logo with a link to your company’s website in the EcoFarm monthly E-News (reaches over 11,000 people each month)
- One consultation with communications team on co-branded digital marketing, at your request

**Silver**

- Logo with a link to your company’s website on the conference website
- EcoFarm will follow you on Twitter
- EcoFarm will follow you on Instagram
- EcoFarm will like you on Facebook
- Listing in the EcoFarm monthly E-News (reaches over 11,000 people each month)

**Ad Upgrades**

- Upgrade to a color Agenda ad for $100.
- Ad design services are available for $60/hour.
- $1,000 to upgrade to the next size ad if you choose the ad package as your sponsor option.