

43<sup>rd</sup>  
annual

# ECO FARM<sup>SM</sup> CONFERENCE

January 18-21, 2023 | Pacific Grove, CA

## — Sponsorship Packet —

*"I am grateful for the opportunity to learn from people like me, working so diligently to support themselves, their families, their employees, their communities and to do it while striving to make the world a better place." - grower*

*"EcoFarm brings farmers and food systems workers together to inspire each other, and to be the change that makes a difference." - business owner*

*This was perhaps the most productive conference I've attended in my professional career. - activist*



# SUPPORT ECOFARM AS A SPONSOR TODAY



Through its connective events, the Ecological Farming Association (EcoFarm) facilitates an exchange of knowledge and resources among a diversity of stakeholders and grassroots leadership to advance just and ecological farming and food systems.

## *Stakeholders*

53% farmers & ranchers  
47% distributors, activists, gardeners, researchers, educators, students

### **REACH**

1,500+ attendees expected  
14,000+ email subscribers  
45,500+ social media engagers  
10,000 brochures mailed in Oct

## *4 days of*

Skill-building workshops & keynote speakers  
pre-conference events & farm tours  
tastings, seed swaps, organic food  
networking and community  
business expo

### **DATES**

January 18 - 21, 2023

### **LOCATION**

Asilomar State Beach & Conference Grounds  
Monterey, California

## *Why Sponsor*

Attendees from across California and world attend this beloved annual gathering. Your sponsorship sends a clear message to our engaged audience that your business supports the well-being of communities and the next generation of farmers.

### **REACH**

1,500+ attendees expected  
14,000+ email subscribers  
45,500+ social media engagers  
10,000 brochures mailed in Oct

# SPONSORSHIP LEVELS & BENEFITS

## Steward

\$20,000



SOIL benefits • Linked company logo on EcoFarm website • Company logo featured in EcoFarm e-newsletters • Recognition in social media  
Full page color ad w/prime placement in conference brochure & program • Company logo on slide shown prior to keynote presentations each day  
Digital ad in EcoFarm e-newsletter • Custom conference package w/ meals & lodging in a premium room with ocean view at Asilomar  
Complimentary 10x10 expo booth (new)!

## Harvest

\$15,000



SOIL benefits • Linked company logo on EcoFarm website • Company logo featured in EcoFarm e-newsletters • Recognition in social media  
Full page color ad in conference brochure and program • Company logo on slide shown prior to keynote presentations each day  
Complimentary conference package w/ meals & lodging in a premium room with ocean view at Asilomar  
Complimentary conference passes w/meals for two additional attendees • Complimentary 8x8 expo booth (new)!

## Field

\$10,000



SOIL benefits • Linked company logo on EcoFarm website • Company logo featured in EcoFarm e-newsletters • Recognition in social media  
Full page color ad in mailed conference brochure • Company logo on a slide shown prior to keynote presentations each conference day  
Complimentary conference package w/meals & lodging in a standard room at Asilomar  
Complimentary conference passes for two additional attendees, no meals

## Pollinator

\$5,000



SOIL benefits • Linked company logo on EcoFarm website • Company logo featured in EcoFarm e-newsletters  
Half page color ad in mailed conference brochure  
Complimentary conference package w/ meals & lodging in a historic room at Asilomar

## Roots

\$2,500



SOIL benefits • Linked company logo on EcoFarm website  
Quarter page color ad in mailed conference brochure  
Complimentary conference day pass w/ meals, no lodging

## Seeds

\$1,500



SOIL benefits  
Eighth page color ad in mailed conference brochure  
Linked company name on EcoFarm website

## Soil

\$750



Company listing in mailed conference brochure (distribution 10,000) • Linked company recognition on EcoFarm website  
Company recognition in monthly EcoFarm E-News (distribution 14,000+) • Listing on signage at the conference  
Access to conference recordings • Company listing in conference program (distribution 1,500+ attendees)

# ADD-ON OPPORTUNITIES



## SPONSOR

### *a Keynote Session*

4 sessions available

**\$2,500**

Sponsor a transformative keynote session at EcoFarm 2023 and link your company to ground breaking innovators. Benefits include:

- Verbal recognition of your sponsorship from the stage
- Your company logo on stage slide shown prior at commencement of keynote session
- Your company logo on EcoFarm website where keynote sessions are featured
- Your company logo in brochure where keynote sessions are featured



## SPONSOR

### *Spanish Language Programming*

3 available

**\$3,500**

Help expand our reach. Our Spanish speaking audience is growing, mirroring the growth of Latinx farm operators. Benefits include:

- Verbal recognition of your sponsorship from the stage during one keynote event
- Your company logo on a slide recognizing your program support shown prior to keynote session
- Your company logo on website where Spanish programming is featured
- Your company logo in brochure where Spanish programming is featured



## SPONSOR

### *Fun and Celebration*

**\$2,000**

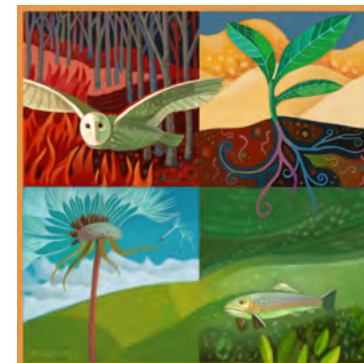
The time is way overdue to be together again! Help us make EcoFarm 2023 extra special by sponsoring some of our annual special events including our annual Awards Banquet, live music, and other celebrations at the conference. Benefits include:

- Your company logo on website where special events are featured
- Your company logo in e-newsletter where special events will be promoted
- Your company logo on brochure where special events are listed.

# PRINT ADVERTISING

*Reach an audience of 10,000 with your ad in the EcoFarm Conference brochure*

Your ad sends a clear message to our engaged audience that your business supports a resilient food system and the next generation of farmers.



AD SIZE	DIMENSIONS	VALUE	BENEFIT LEVEL
Full page <small>prime placement</small>	8.375"w x 10.625"h with 1/8" bleeds	\$1,500	included in Steward level
Full page <small>standard</small>	7.25"w x 9.5"h	\$1,200	included in Field & Harvest levels
1/2 page	7.25"w x 4.625"h	\$950	included in Pollinator level
1/4 page	7.25"w x 2.375"h OR 3.5"w x 4.625"h	\$700	included in Roots level
1/8 page	3.5"w x 2"h (biz card)	\$450	included in Seeds level

*\*Ads are included in the above-listed sponsor packages starting with the "Seeds" level and can be upgraded in size by paying the difference in value.*

## Ad Sizes Visual



## Ad Submission

Ads Due: **Thurs, Sept 15, 2022**

Send your digital file to:

[deborah@eco-farm.org](mailto:deborah@eco-farm.org) 831-345-7957

## Artwork Guidelines

- Press-ready PDF (300 dpi CMYK: Fonts embedded), TIFF or EPS files accepted.
- No bleeds except for full page ads with prime placement.
- EcoFarm can not provide any color matching guarantee as pertains to screen-viewable, electronic files.