



Sponsorship, Advertising, and Vending Opportunities

Northeast Organic Farming Association
Summer Conference

Online: July 30 - August 6, 2021

*Note: deadline for all sponsorship, advertising, and vending opportunities is **June 30, 2021**.*

Sponsorship

Sponsors of the NOFA Summer Conference receive maximum visibility with our audience on multiple platforms, including in email and web promotion leading up to the conference, in the digital program book which attendees use as a guide throughout the conference experience, in the intro/welcome screens for all conference workshops and presentations, and in post-conference follow-up emails and promotion.

Gold Sponsor: \$1000

- Full page, clickable, color ad in digital program book
- Option to take advantage of Full Virtual Vendor Package (including recorded video presentation and clickable listing in vendor marketplace)
- Two complimentary conference registrations
- Sponsorship level recognition and clickable logo in all conference-related emails/e-blasts
- Sponsorship level recognition and clickable logo on sponsor page of digital program book
- Sponsorship level recognition and clickable logo on conference website
- Sponsorship level recognition and logo visibility on opening screens of all conference workshops

Silver Sponsor: \$500

- Half page, clickable, color ad in digital program book
- One complimentary conference registration
- Sponsorship level recognition and clickable logo in all conference-related emails/e-blasts
- Sponsorship level recognition and clickable logo on sponsor page of digital program book
- Sponsorship level recognition and clickable logo on conference website
- Sponsorship level recognition and logo visibility on opening screens of all conference workshops

Advertising

The program book has always been the most powerful advertising medium we offer, and that power has only grown in the virtual conference setting. Attendees use the program book to navigate the conference experience, and access your website directly by clicking on your ad.

	<p>Full Page 4-5/8" wide x 7-1/2" tall in color, clickable \$350</p>
--	---

	<p>Half Page 4-5/8" wide x 3-5/8" tall in color, clickable \$200</p>
--	---

Please contact Mike Rice, NOFA/Mass Marketing & Development Director, with any questions, to purchase a sponsorship, advertisement, or vendor package, or to make a donation to the auction:
mike@nofamass.org

Vending

We are offering two ways for vendors to connect with conference attendees.

Full Virtual Vendor Package: \$350 (this is a limited opportunity)

(Sponsorship on the Gold level includes this full virtual vendor package, along with other benefits!)

For those selecting the full virtual vendor package, you will be invited to pre-record a video session for the Summer Conference audience. You can make a presentation, discuss your offerings, tell your story, feature a new product/service, offer contact information to receive questions from attendees, let attendees know of a discount code they can use in your webstore, etc.

These video sessions will be featured prominently in the virtual conference experience, with attendees directed to them at the end of workshop sessions and in email reminders. These videos will also be made available on the NOFA/Mass YouTube channel (approx. 4,000 subscribers) for long-term viewing, with your link in the notes.

Full virtual vendor package participants will also receive a listing in our virtual vendor marketplace, which will be featured on the conference website before, during, and for a period of time after the conference. Here, we will feature your logo (or another image of your choice), a brief written description, and direct click-through to your website. You will also have the opportunity to include a discount code for conference attendees here.

Virtual Vendor Marketplace Listing: \$100

If you do not wish to record a video session for conference attendees, you may purchase a listing in our virtual vendor marketplace. This listing will feature your logo (or another image of your choice), a brief written description, and direct click-through to your website. You will also have the opportunity to include a discount code for conference attendees here.

Online Auction

We'll be hosting an online auction to help raise additional funds to support our work — if you're able to donate something (a product, service, experience, gift card, etc.) please be in touch. Donated items are featured on social media and in email promotion throughout the leadup to and duration of the conference, with lots of recognition for our generous donors.

Please contact Mike Rice, NOFA/Mass Marketing & Development Director, with any questions, to purchase a sponsorship, advertisement, or vendor package, or to make a donation to the auction:
mike@nofamass.org