



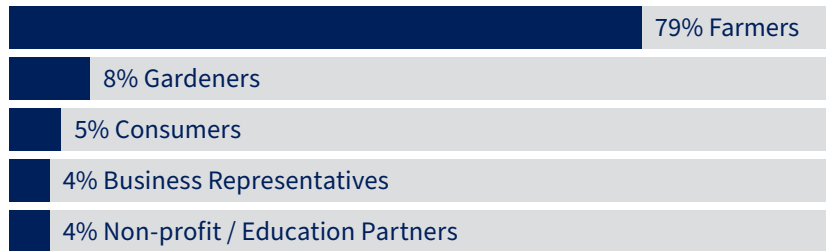
NOFA-NY at a Glance

Our Mission

NOFA-NY is an organization of farmers, gardeners, and consumers working together to create a sustainable regional food system that's ecologically sound, socially just and economically viable. Through demonstration and education, we promote land stewardship, organic food production, and local marketing. We bring consumer and farmer together to make high-quality food available to all people.

We have nearly

1,500
active members.



We reach more than

23,000
people online a month.



3,400
Website Visitors

Social Media Followers



9,800+
Facebook



4,100+
Instagram



6,500+
eNews



- + We have nearly 9,000 subscribers between eNews, policy, and education-focused emails.
- + Our monthly eNews alone has more than 6,500 subscribers, with a 48% open rate.



- + Our print materials, including our mailed event brochures, event promotions, and Member Bulletins reach an estimated 15,000 farmers, gardeners, consumers, and advocates per year



For more information, please email Jessica Aubrey at jaubrey@nofany.org or call **315.988.4000**.



Annual Partnerships

A meaningful, high-impact opportunity for year-round engagement.

Annual partnerships are a meaningful, high-impact opportunity for any organization or individual to join NOFA-NY in creating a sustainable regional food system through educational programming. These partnerships include benefits at NOFA-NY’s events and in our communications, providing year-round opportunities for community engagement.

Annual Partnership Benefits	Barnraiser \$25,000	Harvester \$15,000	Planter \$10,000
Event Benefits			
Sponsorship of the 2024 Winter Conference*	Patron	Patron	Platinum
Sponsorship of the 2024 Field Day Season**	Patron	Patron	Gold
Five additional registrations to the 2024 Winter Conference	✓	✓	✓
Opportunity to provide promotional products at NOFA-NY events	✓	✓	
Five scholarships to the Virtual Winter Conference in your name	✓		
Sponsorship of the 2024 Winter Conference social hour	✓		
Communication Benefits			
Web ad or logo with display of partnership level on the NOFA-NY homepage for one year	✓	✓	✓
Recognition in the NOFA-NY Annual Report	✓	✓	✓
Opportunity to display “Proudly Supporting NOFA-NY” and the NOFA-NY logo on your website for one year	✓	✓	✓
Advertisement or logo with display of partnership level in our monthly eNews (6,500+ subscribers) for one year	✓	✓	
Opportunity to create content for our monthly eNews	✓	✓	
Dedicated social media posts on the NOFA-NY Facebook, and Instagram pages (13,900+ followers)	✓	✓	
Video ad on the NOFA-NY homepage for one year	✓		
NOFA-NY-hosted lunch and learn for your company employees	✓		

*2024 Winter Conference sponsorship benefits can be found on page 3. **2024 Field Day Season sponsorship will be available in 2024.

Custom benefits to suit your needs are available. Contact us today!

Become an Annual Partner! Visit www.nofany.org/sponsor/partnerships or call **315.988.4000**.



2024 Winter Conference

Be part of one of the largest food and farming conferences in the nation.

NOFA-NY's annual winter conference draws hundreds of farmers, food system professionals, educators, advocates, researchers, homesteaders, and gardeners who are passionate about building a better food system. Conference sponsors receive robust pre-conference communications and marketing benefits, in person visibility with an engaged audience, and virtual conference sponsorship perks!

Winter Conference Sponsorship Benefits	Patron \$3,500	Platinum \$2,500	Gold \$1,500
Conference registrations including all meals	4	2	2
One-year NOFA-NY business membership	✓	✓	✓
Sponsorship level and logo on NOFA-NY website	✓	✓	✓
Sponsorship level and logo in mailed brochure	✓	✓	✓
Sponsorship level and logo on conference signage	✓	✓	✓
Advertisement in conference program*	Full page	1/2 page	1/4 page
Trade show booth at conference*	✓	✓	✓
Logo in all conference email blasts	✓	✓	
Recognition in NOFA-NY's monthly eNews	✓	✓	
Recognition on social media channels	✓	✓	
Attendee communications opt-in to at registration	✓		
Sponsorship logo on workshop intro slides	✓		
Verbal recognition at conference	✓		
NOFA Virtual Conference Sponsorship Benefits			
Conference registrations for your team	✓	✓	✓
Banner ad on virtual conference platform	✓	✓	
Trade show booth on virtual conference platform	✓		

**Dimensions, deadlines, and additional details can be found on page 4.*

Sign up on or before Friday, November 17 to be included in the mailed brochure!

Sponsor the Conference! Visit www.nofany.org/sponsor/conference or call 315.988.4000.



2024 Winter Conference

Trade Show Booths

Trade show booths are included in the sponsorship packages above. You can also purchase a la carte at the rate below.

Trade Show Booth	\$500
Conference registrations including all meals	2
One-year NOFA-NY business membership	✓
Visibility with an engaged audience	✓

Advertising Opportunities and Dimensions

Advertisements are included in the sponsorship packages above. You can also purchase a la carte at the rates below.

Description	Width	Height	Rate
Supporter logo on NOFA-NY's website	250 pixels	250 pixels	\$400
Full page advertisement in conference program	8 inches	10.5 inches	\$300
1/2 page advertisement in conference program	8 inches	5.125 inches	\$200
1/4 page advertisement in conference program	3.875 inches	5.125 inches	\$100

All advertisements and logos are full color. Preferred formats are pdf or jpeg. Submit artwork to jaubrey@nofany.org on or before December 8, 2023.

Sponsor the Conference! Visit www.nofany.org/sponsor/conference or call 315.988.4000.