



# 20/20 Vision

40 Years & Still Growing

# Sponsorship Packet



EcoFarm is more than a conference.  
It's a gathering for inspiration, renewal, and celebration.



# EcoFarm 2020



## About EcoFarm

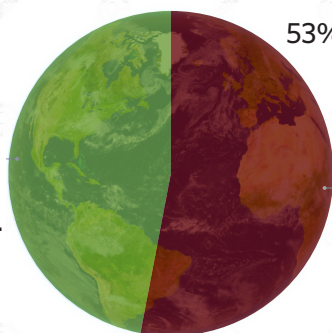
As the oldest and largest organic farming conference in the Western United States, EcoFarm Conference is an essential networking and educational hub for farmers, ranchers, and all who work to support their success as ecological stewards.

Featuring 70+ groundbreaking workshops, keynote speakers, farm tours, exhibitors, seed swaps, live music, organic culinary fare, our annual awards banquet, and more.

**Join us for our 40th anniversary!**

## Who attends EcoFarm?

47% distributors,  
retailers, activists,  
researchers, educators.



53% Farmers & Ranchers

Total: 1,800+ attendees



Don't miss the opportunity to increase your visibility while supporting this transformative event! Connect directly with our engaged audience of EcoFarmers and reach potential customers who care about people and planet.

## EcoFarm Conference

**20/20 VISION**  
**40 Years & Still Growing**

### Dates

January 22 - 25, 2020

### Location

Asilomar Conference Grounds  
Pacific Grove, California

### Audience & Exposure

1,800+ Attendees

13,000+ Email Subscribers

20,000+ Social Media Engagers

13,000 Brochures mailed in Oct

1,800 Programs (distributed to attendees)



## What farmers say

*“I don't think there's a gathering that has inspired me to stay the course as a farmer more than EcoFarm.*

*There should be a sign that says, if you attend EcoFarm, you may get addicted to farming.”*

*- Thomas Broz, Live Earth Farm*

*“Incredible conference for regenerative agriculture.”*

*- Naomi Stern, The Heal Project*

# Sponsorship Opportunities



## Essential Benefits

- Your brand featured in EcoFarm's new smartphone app
- Your company listing in mailed conference brochure (distribution 14,000)
- Your company listing in conference program (distribution 1,800+ attendees)
- Your brand mentioned 1x across all EcoFarm social media platforms
- Recognition in monthly EcoFarm E-News (distribution 13,000+)
- Hyperlinked recognition on event website
- Listing on signage at the conference
- Invitation to the EcoFarm Sponsor Recognition Reception

## Levels & Benefits

### SOIL - \$500

- Essential Benefits listed above.

### SEEDS - \$1,000

- Banner size color ad in conference brochure and program.
- Your linked company name on event website.
- Plus Essential Benefits listed above.

### ROOTS - \$2,000

- Biz card size color ad in conference brochure and program.
- Value of a conference day pass without meals or lodging.
- Subscription to set of this year's audio recordings.
- Your linked company logo on event website.
- Plus Essential Benefits listed above.

### POLLINATOR - \$3,000

- Quarter page color ad in conference brochure and program.
- Value of a full conference pass without meals or lodging.
- Subscription to set of this year's audio recordings.
- Your linked company logo on event website.
- Plus Essential Benefits listed above.

### ORCHARD - \$5,000

- Half page color ad in conference brochure and program.
- Value of a full conference package includes meals and lodging in a triple room at Asilomar.
- Your linked company logo on event website.
- Plus Essential Benefits listed above.

### FIELD - \$10,000

- Full page color ad in conference brochure and program.
- Your linked company name and logo featured in the "Whats Up" section of EcoFarm's new smart phone app.
- Value of a full conference package includes meals and lodging in a double room at Asilomar.
- Your company logo on a slide shown before keynote

presentations each day of the conference.

- Your linked company logo on event website.
- Plus Essential Benefits listed above.

### HARVEST - \$15,000

- Full page color ad in conference brochure and program.
- Your linked company name and logo featured in the "Whats Up" section of EcoFarm's new smart phone app.
- Value of a full conference package includes meals and lodging in a single room at Asilomar.
- Your company logo on a slide shown prior to keynote presentations each day of the conference.
- Your linked company logo on event website.
- Plus Essential Benefits listed above.

### STEWARD - \$20,000

- Full page color ad in conference brochure and program.
- Your linked company name and logo featured in the "Whats Up" section of EcoFarm's new smart phone app.
- Customized conference + lodging registration package.
- Your company logo on a slide shown prior to keynote presentations each day of the conference.
- Your linked company logo on event website.
- Plus Essential Benefits listed above.

### VISIONARY - \$25,000

- Your digital company ad featured in EcoFarm's E-News.
- Full page color ad in conference brochure and program with prime placement in brochure.
- Your linked company name and logo featured in the "Whats Up" section of EcoFarm's new smart phone app.
- Customized conference + lodging registration package.
- Your company logo on a slide shown prior to keynote presentations each day of the conference.
- Your linked company logo on event website.
- Plus Essential Benefits listed above.

# Additional Sponsorship Options



## ART SHOW & RECEPTION

**\$1,000**

- Your company logo on a Selfie Frame for attendees to pose for group shots - fun fun!
- Your company logo on E-Newsletter where the Art Show will be promoted.
- Your company logo on conference website where Art Show is featured.
- Your company logo on brochure and program where Art Show is featured.

## KEYNOTES

**\$2,000 (4 sessions available)**

Bring an exceptional speaker to EcoFarm and link your company to ground breaking innovators. Benefits include:

- Verbal recognition of your sponsorship from the stage.
- Your company logo on slide shown prior to keynote.
- Your company logo on website where Keynotes are featured.
- Your company logo on E-Newsletter where the Keynote will be promoted.
- Your company logo on brochure and program where Keynotes are featured.

## AWARDS BANQUET CEREMONY

**\$1,000**

- Verbal recognition of your sponsorship from the stage.
- Your company logo on conference website where Awards Banquet is featured.
- Your company logo on E-Newsletter where the Awards Ceremony will be promoted.
- Your company logo on brochure and program.



## CHILDCARE

**\$1,000**

Sponsor childcare during conference to support EcoFarm families! Kids enjoy play time with creative projects and outdoor activities at the beach with experienced childcare providers. Benefits include:

- Your company logo on conference website where Childcare is featured.
- Your company logo on E-Newsletter where Childcare will be promoted.
- Your company logo on brochure and program where Childcare is featured.

## PRE-CONFERENCE EVENT

**TBD**

Sponsor a pre-conference, meeting or intensive. Benefits include:

- Your company logo on website where Pre-Conference Event is featured.
- Your company logo on brochure and program where Pre-Conference is featured.

## ORGANIC NECK WALLET

**\$10,000**

Every EcoFarm attendee receive a neck wallet to hold their name badge and personal items throughout the entirety of conference. Benefits include:

- Your company logo printed on this functional shwag worn throughout conference.

## ECOFARM SCHOLARSHIP PROGRAM

**All amounts welcome!**

Grow the farmers of tomorrow! Help new and aspiring farmers attend EcoFarm. Benefits include special recognition in conference program.



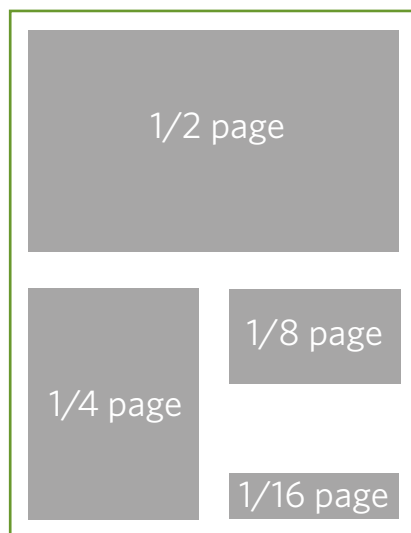
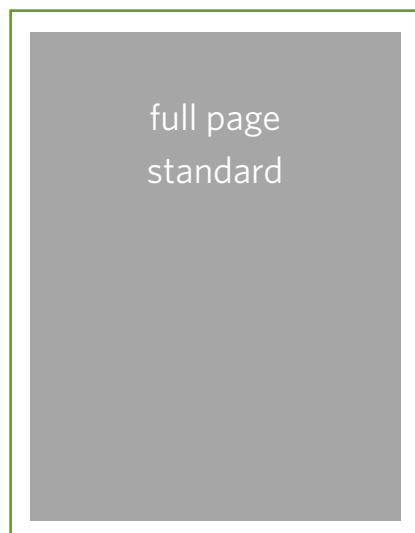
# Advertising



## Advertise in our Brochure & Program Publications

Don't miss the opportunity to increase your visibility with a company ad! Ad inclusion starts at the "Seeds" sponsor level and can be upgraded by paying the difference in Value below. See Levels & Benefits on page 2 for details.

AD SIZE	DIMENSIONS	VALUE	BENEFIT LEVEL
Full page prime placement	8.375"w x 10.625"h with 1/8" bleeds	\$1,500	included in Steward levels
Full page standard	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 Orchard level
1/4 page	7.25"w x 2.375"h OR 3.5"w x 4.625"h	\$700	included in Pollinator level
1/8 page	3.5"w x 2"h (biz card)	\$450	included in Roots level
1/16 page	3.5"w x 1.5"h (banner)	\$200	included in Seeds level



### Ad Submission

Brochure Ads Due:  
**Fri, Sept 6, 2019**

Program Ads Due:  
**Fri, Dec 6, 2019**

Send your digital file to:  
[deborah@eco-farm.org](mailto:deborah@eco-farm.org)

Questions? Contact  
[deborah@eco-farm.org](mailto:deborah@eco-farm.org)  
831-763-2111 x13

## 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.