



Dear Prospective EcoFarm Sponsor,

You are invited to sponsor the 32<sup>nd</sup> annual EcoFarm Conference held this February 1-4<sup>th</sup> at the historic Asilomar Conference Grounds in Pacific Grove, CA. As a sponsor, your business will receive exposure at the largest and most well respected gathering of the organic and ecological agriculture communities in the West. You will also benefit from year round visibility on our website, in our e-newsletters and social media, and at our educational events. Over 1,500 people attend the EcoFarm Conference each year. Our mailings, internet presence and outreach reach over 30,000 individuals each year.

Our theme this year, "Raising Eco-Farmer Voices" is all about being noticed: in our local communities, regional food systems, national actions and global connections. The conference agenda includes over 60 workshops featuring an unprecedented array of topical cross-cutting technical sessions for farmers, ranchers, handlers, marketers, activists and students. This year we are expanding our food donations program to offer organic meals to every attendee.

The Ecological Farming Association invites you to be part of this rich tradition at the 2012 EcoFarm Conference and beyond. The enclosed sponsorship materials are designed to include you in our core mission of farmer and consumer education about ecological agriculture. As a sponsor, your name will reach an audience committed to living sustainably, to eating healthfully, to knowing their farmers and product suppliers, and to making ecologically minded purchasing decisions. One of the enclosed pages is a list of all the EcoFarm 2011 sponsors, so that you can see the compliment of great companies that you will be joining with your 2012 commitment. Will you please take a few moments to look over the benefits EcoFarm offers and decide to offer your support?

We created our sponsor program because raising money early in our conference planning enables us to publish our agenda and pay early expenses. Funding from sponsorship is the most sustainable financial foundation to keep our conference registration fees as affordable as possible and extend our programming throughout the year. EcoFarm is proud to distribute our sponsors' messages because you are committed to the future of eco-agriculture and you offer goods and services compatible with healthy food, thriving rural communities and farms that are both ecologically managed and profitable.

The EcoFarm Conference 2012 sponsor package allows you to choose the level of sponsorship that is right for you. Each level provides options to choose between conference attendance discounts, discounts on exhibitor booths and advertising. There are also many event hosting opportunities to raise your level of direct exposure in significant ways at the conference.

During the next six weeks, I will be in touch to ask for your support, to hear your feedback, and hopefully to begin our sponsorship relationship with you. We ask for a prompt commitment (by September 30) and payment (by October 15). Please feel free to contact me anytime at 831-763-2111 x 11 or at my e-mail address: ken@eco-farm.org. I look forward to speaking with you soon to plan how sponsoring EcoFarm 2012 can best meet your needs.

Sincerely,

A handwritten signature in black ink that reads "Ken Dickerson". The signature is fluid and cursive.

Ken Dickerson  
Executive Director  
The Ecological Farming Association



## 2012 Sponsor Information

### Sponsor!

We would like to invite you to sponsor The Ecological Farming Association (EcoFarm). EcoFarm is an independent, nonprofit organization that nurtures healthy farms, food systems, communities and environment by bringing people together for education, alliance building, advocacy, and celebration. Revenue from our sponsors is a critical part of our budget and without you there would be no EcoFarm Conference. Sponsorship amounts listed below are the fair market value of the package you will receive. Any charitable donation you make is offset by value received. In other words your sponsorship is deductible as promotion/advertising.

**Sponsor Deadline:**  
**SEPTEMBER 30, 2011**

Because of our production deadlines and budget, we need to request prompt payment for sponsors or a pre-arrangement on an installment plan. Therefore we are asking for a commitment on sponsorship by September 30th and payment due by October 15th. Payment after November 1st will result in a reduction of benefits and options.

### Benefits to all sponsors:

- Prominent listing in two Conference publications: the Registration Agenda (dist. 13,000) and the Conference Program (dist 1,500)
- Listing in EcoFarm print newsletter (dist. 10,000)
- Link and Listing on the EcoFarm Conference website sponsor page: [www.eco-farm.org/efc](http://www.eco-farm.org/efc)
- Extended registration deadline (December 16, 2011)
- Advance exhibitor booth registration for first choice of booth location
- Premium lodging choices, including rooms with fireplaces and ocean views when available

### Social Media Benefits:

#### Social media package Gold level

Logo and hotlink to your homepage on Conference website and the EcoFarm homepage: [www.eco-farm.org/efc](http://www.eco-farm.org/efc)

@Eco\_Farm will follow you on twitter and re-tweet you once a month

Logo and hotlink on the EcoFarm Facebook Page

EcoFarm will add you as an "EcoFarm Page Favorite" on Facebook, share your postings, and highlight you in discussion threads once a month

Logo and hotlink in the EcoFarm monthly email marketing newsletter

Opportunity to collaborate with the EcoFarm communications department on co-branded electronic marketing

#### Social media package Silver level

Logo and hotlink to your homepage on Conference website: [www.eco-farm.org/efc](http://www.eco-farm.org/efc)

@Eco\_Farm will follow you on twitter

Listing on the EcoFarm Facebook Page

Listing in the EcoFarm monthly email marketing newsletter

### Hosting Opportunities

These special opportunities are offered as an addition to Sponsor Level commitments and their benefits are separate as well.



## 2012 Sponsor Benefits & Options

Amount	Level	Benefits	Options (choose 1)
\$25,000	<b>Farmer's Funder</b>	Customized package of benefits to meet your needs.	Customized package of conference options to meet your needs.
\$10,000	<b>Farmer's Fields</b>	<ul style="list-style-type: none"> <li>• Color logo on Agenda publication.</li> <li>• Social Media Gold Level Exposure</li> <li>• Name and color logo on back of conference T-shirt.</li> <li>• Your name linked to a selected hosted opportunity at the conference.</li> <li>• <i>plus</i> all of the benefits (not options) from the levels below.</li> </ul>	<ul style="list-style-type: none"> <li>• Full conference package with meals and lodging for 2 people in single rooms (<i>or equivalent</i>)</li> </ul>
			<ul style="list-style-type: none"> <li>• Full page color ad in agenda publication and full page black &amp; white ad in Conference Program, plus full conference package in a shared room for 1 person.</li> </ul>
			<ul style="list-style-type: none"> <li>• Any customized ad and registration combination of equivalent value.</li> </ul>
\$5,000	<b>Farmer's Family</b>	<ul style="list-style-type: none"> <li>• Color logo on Agenda publication.</li> <li>• Name on back of conference T-shirt</li> <li>• Social Media Silver Level Exposure</li> <li>• Name and Logo on Conference Agenda page of our website.</li> <li>• Publicity on the projection screen before plenary sessions.</li> </ul>	<ul style="list-style-type: none"> <li>• 3/4 page ad in both the agenda and conference program, <i>plus</i> upgrade to Social Media Gold package.</li> </ul>
			<ul style="list-style-type: none"> <li>• Full conference package with meals (<i>without lodging</i>) for 2 people (<i>or 1 person package with lodging</i>)</li> </ul>
			<ul style="list-style-type: none"> <li>• 1/4 page ad in both conference publications <i>plus</i> 1 full conference package without lodging for 1 person.</li> </ul>
\$2,500	<b>Farmer's Friend</b>	<ul style="list-style-type: none"> <li>• Name on Conference Agenda page of our website.</li> <li>• Social Media Silver Level Exposure.</li> <li>• <i>plus</i> the benefits from the levels below.</li> </ul>	<ul style="list-style-type: none"> <li>• 1/2 page ad in both the agenda and conference program.</li> </ul>
			<ul style="list-style-type: none"> <li>• Full conference package with meals (<i>without lodging</i>) for 1 person (<i>or 2 people for 1 day each</i>)</li> </ul>
			<ul style="list-style-type: none"> <li>• 1/2 price 10' by 10' exhibit booth.</li> </ul>
\$1,500	<b>Farmer's Table</b>	<ul style="list-style-type: none"> <li>• Business card sized ad in the Conference Program</li> <li>• Social Media Silver Level Exposure.</li> </ul>	<ul style="list-style-type: none"> <li>• 1/4 page ad in both the agenda and conference program.</li> </ul>
			<ul style="list-style-type: none"> <li>• One day conference attendance with meals for 1 person.</li> </ul>
			<ul style="list-style-type: none"> <li>• \$200 off of any exhibit booth.</li> </ul>
\$500 - \$1000	<b>Farmer's Advocate</b>	<ul style="list-style-type: none"> <li>• Listed Sponsor Category has 3 choices of level/benefit.</li> <li>• All the benefits of having your company's name associated with the premier farming conference in the west.</li> </ul>	<ul style="list-style-type: none"> <li>• \$1000 provides name listing plus a 1/8 page ad in the agenda (<i>2.5" square</i>), and a business card sized ad in the conference program</li> </ul>
			<ul style="list-style-type: none"> <li>• \$700 provides your name listed plus a business card sized ad in the conference program.</li> </ul>
			<ul style="list-style-type: none"> <li>• \$500 provides your name listed in both conference publications.</li> </ul>



## Hosting Opportunities available at EcoFarm 2012

- **Host the EcoFarm Awards Ceremony** (*limit 3*) – A longstanding Friday evening tradition where the community gathers to honor the greatest achievements of giants in the sustainable agriculture community. For the first time in 2012, this special event will be held in Merrill Hall with refreshments served before dinner, making it open to all EcoFarm attendees in a space big enough to hold everyone. Your logo will appear prominently as the host of the ceremony in the Conference Program and the Advance Agenda. Your logo will also appear on the screen behind the podium in Merrill Hall: **\$600-\$1,800**
- **Host the Exhibitor Marketplace** (*limit 2*)– With over 60 exhibitors, this the premier location for displaying and exchanging information! Benefits of hosting include signage throughout the Marketplace, in the program and the advance agenda. Acknowledgement from the podium when announcing the Marketplace: **\$500-\$1,000**
- **Host any meal at EcoFarm** (*limit 9*) – Signage in the dining hall, on the table menu cards, and in the Conference Program listing your name and logo as an EcoFarm meal host for a specific meal at the conference: **\$500-1000**
- **Host a mixer** (*depending on availability*) – Evening or afternoon mixers are a popular place to unwind, dance and be merry – not to mention network and swap industry stories. Your company's name listed in the Conference Program as the mixer host: **\$200-\$400**
- **Host an EcoFarmer** (*no limit*) – Scholarships are an essential part of bringing beginning and disadvantaged farmers to the conference. Help us fill the needs of this community! You'll be acknowledged in print and web materials as an essential supporter of EcoFarm's flagship farmer scholarship program: Any amount, but **\$600** brings a farmer to EcoFarm, lodging and meals included, or **\$200** will bring someone for one day with meals.
- **Host the Beer & Cheese event at the Exhibitor Marketplace** (*limit 3*) – As popular as ever, the guests line up around the marketplace for local and organic beer and cheese. Your logo/name will be in the Conference Program and the advance agenda, your company name engraved on the Beer & Cheese glasses: **\$350-\$1,050**.
- **Host the new media center** (*limit 1*): Introduced in 2010 and staffed by new media specialists, the popular new media center attracts the attention of internet savvy marketers and individuals desiring to build their savvy in e-media: **\$1,000**.
- **New! Host a workshop or a subject matter track:** While we maintain independence in deciding on workshop content, we invite your company to link your name to specific topic areas or workshops, to help fund the speakers and publicity. You get signage and acknowledgement in the program. Key topic areas like Seeds, Livestock, or Farm-to-School are just a few of the suggested subjects. Talk to us for further details. Opportunities start at **\$500**.

### Merchandising Opportunities:

- **Sponsor the Conference Tote bags** (*limit 2*): Every single attendee can get one at registration and keep it for years! Company name and logo along with EcoFarm's logo on an organic cotton bag, distributed at registration: talk to us for a quote.
- **Sponsor the Conference Lanyards** (*limit 1*): Every single attendee gets one at registration! Company name and logo on all conference lanyards: talk to us for a quote.
- **Host the smart phone application** (*limit 1*): Smart phones are ubiquitous these days and your company can underwrite the cost of the EcoFarm smart phone application used to find out when and where events are happening at the Conference: talk to us for a quote.



## Sponsor Advertising Specifications and Rates

### We produce two printed conference publications:

- ***The Agenda Brochure*** is published in October in black and white with some pages in full color. The print distribution is 13,000 highly targeted people in the sustainable agriculture community. Additionally the agenda pages on our website, that are being referred to more than ever, will have sponsor exposure for the higher level sponsors for the first time this year. Advertising is available exclusively for sponsors who give \$1000 or more.
- ***The Conference Program*** is published for the February 1, 2012 conference with a distribution of 1,500, in black and white with a color cover. Business card-sized black and white advertising in the Conference Program is available for sponsors and larger ads may be purchased or upgraded.

### Agenda Advertising Upgrades

We have boosted our online sponsor exposure opportunities to continue to provide the most advertising for your dollar. We welcome your print ads, however the size of ads in relation to each sponsor level is adjusted because we will be printing fewer pages in the agenda publication. Most sponsor levels include an option to choose an associated advertisement size. Sponsors may increase the size of their ad to the next largest size by paying the upgrade fees listed below.

#### Full Page Ad Package

**Agenda:** 5" w x 9.5" h, Black and white or color  
**Program:** 7" w x 9.75" h Black and white only  
Option for Farmer's Field Level or upgrade at the Farmers Family level for \$1000.

#### 3/4 Page Ad Package

**Agenda:** 5" w x 7" h, Black and white or color  
**Program:** 7" w x 7" h, Black and white only  
Option for Farmer's Family Level or upgrade at the Farmers Friend level for \$1000.

#### 1/2 Page Ad Package

**Agenda:** 4.75" w x 4.75" h, Black and white or color upgrade  
**Program:** 7" w x 4.75" h, Black and white only  
Option for Farmer's Friend Level or upgrade at the Farmers Table level for \$1000.

#### 1/4 Page Ad Package

**Agenda:** 4.75" x 2.25" horiz. or vert., B&W only  
**Program:** 3.5" w x 4.75" h, Black and white only  
Option for Farmer's Table Level.

#### New! 1/8 Page Ad Package

**Agenda:** 2.25" x 2.25", Black and white only  
**Program:** 3.5" x 2.25" horiz or vert., (Biz card size)  
Black and white only  
Benefit at \$1000 Farmer's Advocate Level (upgrades available for Program only)

#### Agenda Package Upgrades (may only upgrade one level):

3/4-page ad to: Full (\$1000)  
1/2-page ad to: 3/4 (\$1000)  
1/4-page ad to: 1/2 (\$1000)  
Color ad in Agenda - 1/2 page and up (\$100)

#### Business Card Ad in Program

**Program:** 3.5" x 2.25" horiz. or vert.  
Benefit at \$700 Farmer's Advocate Level and Farmer's Table level. Value \$200 (see below for upgrades)

#### Program Package Upgrades (may upgrade by any amount)

3/4-page ad to: Full (\$250)  
1/2-page ad to: Full (\$500)  
1/4-page ad to: Full (\$750) 1/2 (\$250)  
Biz card ad to: Full (\$1000) 1/2 (\$500) 1/4 (\$250)

Ad design services (\$50/hour)

**Advertising Deadline:  
SEPTEMBER 30, 2011**

## Sponsors of EcoFarm 2011

The Conference would not be possible without the generous support of our sponsors. Please thank them! Their support allows us to keep registration affordable for diverse participants who make the Conference so worthwhile to all of us.

### **Farmer's Fields**

Clif Bar, Communications 4 Good, Full Belly Farm, Veritable Vegetable

### **Farmer's Family**

Albert's Organics, Café Mam, Cal-Organic Farms, Grupio, Earl's Organic Produce, Farm Credit Council, Marin Sun Farms, Nutiva, Organic Valley, Sacramento Natural Foods Co-op, Stonyfield Farm, Whole Foods Market

### **Farmer's Friend**

C F Fresh, Frog's Leap Winery, Frontier Natural Products Co-op, Good Humus Produce, GreenLeaf, Harmony Farm Supply & Nursery, Heath & Lejeune, High Mowing Organic Seeds, Horizon Organic, Lakeside Organic Gardens, Modesto Milling, NAU Country Crop Insurance, Organic Trade Association, Organically Grown Company, Small Planet Foods, True Organic Products, Inc., U.S. Pure Water Corporation, Westbridge Agricultural Products

### **Farmer's Table**

Amy's Kitchen, Anoush Botanicals, Awe Sum Organics, Calavo Organic, Charlie's Produce, Clover Organic Farms, Deardorff Family Farms, Driscoll's, Frey Vineyards, Grower's Organic, Homegrown Organic Farms, Jacob's Farm/Del Cabo, The Jewel Date Company, Johnny's Selected Seeds, Lundberg Family Farms, Mission Markets Inc., Nature's Path Foods, New Leaf Community Markets, Recology Grover Environmental Products, Santa Cruz Organic, Storey Publishing, Sutherland Produce Sales, Top Ten Produce, LLC

### **Farmer's Advocate**

ASA Organics, A Personal Care Boutique, California Organic Fertilizers, Inc., The Catalyst Product Group, Coke Farm, Co-op Partners/Wedge Co-op, Cooks Company, Flea Street Café, Heger Organic, New Era Farm Service, Phil Foster Ranches/Pinnacle Organic, Pleasant Grove Farms, Robinson, Lyon & Fulton/ Law Offices of Margaret Heiser Fulton, San Miguel Produce, Seeds of Change, Springfield Creamery/Nancy's Yogurt, Turley Wine Cellars

### **2012 Seed Sponsors**

Thank you to our 2012 Seed Sponsors for committing to help raise the \$100,000 of working capital needed for deposits and pre-payments etc. to ensure the 2012 Conference.

**Farmer's Table: Calavo Organic, Deardorff Family Farms, Mission Markets Inc., Santa Cruz Organic.  
Farmer's Advocate: ASA Organics, Coke Farm**