



THE NORTHEAST ORGANIC FARMING ASSOCIATION OF NEW HAMPSHIRE

ADVERTISING, SPONSORSHIP AND MARKETING PACKAGE



NOFA-NH Mission Statement

We actively promote organic, regenerative, ecologically sound gardening, farming, eating and land care practices for healthy communities. We help people build local, just, and sustainable food systems.

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NOFA was founded in 1971 and has 50 years of experience supporting and educating organic farmers, gardeners, and consumers by providing organic resources, information, news, public policy initiatives, conferences, workshops, and programs for the community at large.

WHY ADVERTISE WITH NOFA-NH?

Who We Are

NOFA-NH is one of 7 state chapters of the Northeast Organic Farming Association. NOFA was founded in 1971 and has 50 years of experience supporting and educating organic farmers by providing conferences and workshops, organic resources, news, information, public policy initiatives, and community programs.

What We Do

NOFA-NH is an important source of education, promotion, and healthy food for so many. Our commitment to New Hampshire's organic and sustainable farmers, producers, food workers, land care providers, activists and eaters is more important today than ever before. NOFA-NH impacts and advocates for this diverse population through programs like:

- Winter Conference
- Bulk Order Program for discounted farming & gardening supplies
- Subsidized Farm Share Program for low-income families
- "The CRAFT of Farming" organic farm tours, networking & training
- "Feeding the Family" Organic Gardening Series
- Film Screenings
- Panel Discussions
- Organic Land Care Workshops
- Organic Farm and Food Map
- Monthly e-newsletter, policy alerts, electronic resources, and more!

In addition to the above programming, NOFA-NH maintains a vibrant website with resources on organic farming, gardening, land care and sustainable agriculture. Members receive an annual subscription to *The Natural Farmer*, the popular quarterly journal published by the NOFA Interstate Council. NOFA-NH also supports farmers with promotional opportunities, and its members with discounts on programs in New Hampshire, other chapter states, and more.

Our Audience

- 3,700+ mailing list subscribers
- 7,300+ social media following on Facebook, Instagram, Twitter and YouTube
- 3,000 unique website views per month
- 375 members

ADVERTISING AND MARKETING OPPORTUNITIES

Advertising

Advertising opportunities are available in NOFA-NH's e-newsletter, in our Winter Conference Program, and on our website, providing a prime opportunity to market to a targeted constituency in the thriving sustainable and organic marketplace.

Exhibitor space at NOFA-NH events provides businesses with a critical mass market to advertise their products and services to like-minded consumers.

Sponsorships

Sponsorship opportunities are available for our Winter Conference, Farm Share Program, Organic Gardening Series, film screenings and other events. NOFA-NH sponsorships provide businesses with high profile advertising exposure and exhibit space.

NOFA-NH is a non-profit 501(c)(3) organization; all donations are tax deductible to the fullest extent of the law.



For more information contact NOFA-NH at nikki@nofanh.org or (603) 224-5022.

www.nofanh.org

NOFA-NH ANNUAL SPONSORSHIP

SUPPORT NOFA-NH THROUGHOUT THE YEAR

Demand for local and organic foods is at an all-time high, and demand for NOFA-NH programming is increasing along with it, making this the ideal time for companies to invest in advertising and sponsorships that keep your brand at the forefront of our growing audience. By becoming an Annual NOFA-NH Sponsor, your organization will be promoted across our programs and channels over a one-year period from the date of sponsorship in the following ways:

Sponsorship Benefits	Steward \$10,000 +	Cultivator \$5,000	Nourisher \$2,500	Grower \$1,000
Hyperlinked Logo Listing in Monthly E-newsletter reaching 3,700 subscribers	12 Months	12 Months	9 Months	6 Months
Hyperlinked Logo Listing on NOFA-NH homepage	12 months	12 months	9 months	6 months
Recognition as a Program Sponsor. Includes logo placement on program webpages, eblasts and flyers for Winter Conference, Organic Gardening Series, Farm Share Program & CRAFT	Yes	N/A	N/A	N/A
Logo recognition on opening screens of virtual educational programming	Yes	N/A	N/A	N/A
Name recognition as a sponsor in program press releases for Winter Conference, Organic Gardening Series, Farm Share Program & CRAFT	Yes	N/A	N/A	N/A
Vendor Space at Winter Conference Green Market Fair	Yes	Yes	N/A	N/A
Complimentary Program Registrations (Winter Conference, Organic Gardening Series, CRAFT, Webinars & Panel Discussions)	4	3	2	1
One Year of NOFA-NH Membership	Yes	Yes	Yes	Yes



MONTHLY E-NEWSLETTER

The NOFA-NH monthly E-Newsletter is published for our membership and the public. Each E-Newsletter is unique, providing up-to-date information on organic and sustainable policy, news, farmer resources, NOFA-NH programs, workshops and community events.

READERSHIP:

The NOFA-NH E-Newsletter is emailed to 3,700 readers per month. New contacts are made regularly.

DEADLINES:

To place an ad in our monthly E-Newsletter, please submit your ad by the first day of the month in which your ad will run. For example, for your ad to run in March, submit it by March 1st. Please provide payment and send a copy of the ad. All ads should be in color and submitted in 300 DPI PNG or JPEG format. Checks should be made out to NOFA-NH and mailed to 84 Silk Farm Road, Concord, NH 03301.

AD RATES:

Ad Type	Description	Rates
E-Newsletter Supporter	Hyperlinked logo or image in the sponsors section of the e-news.	<ul style="list-style-type: none"> - Logo & Link Only: \$40 per month or \$360 per year (that's just \$30 per month!) - Business card (3.5" x 2") \$50 per month - Quarter page (3.75" x 5") \$75 per month

CLASSIFIED ADS:

Did you know that NOFA-NH Members can place a classified ad on our website and in our e-news for free once a month? If you're not a member yet, you can still post Classified Ads in our e-Newsletter and on our website for \$45 per month. Classifieds can be up to 50 words including a hyperlink and should be submitted the first of the month in which your ad will run. For example, for your classified to run in March, submit it by March 1st.

WEBSITE ADVERTISING

www.nofanh.org is the go-to website in New Hampshire for all things related to organic and sustainable farming, gardening, education, and resources.

Businesses offering products and services to the agriculture community and the public are encouraged to advertise on our website to broaden your market exposure and contribute to helping consumers make informed choices about the types of products and business services they select for their organic lifestyles.

Marketing and Website Statistics

- Our website is the number one place people look to find information on organics and sustainable agriculture in New Hampshire.
- Our marketing demographic includes a diverse group of women and men between the ages of 24-68.
- We appeal to a broad consumer range of farmers, gardeners, homesteaders, herbalists, permaculturalists, land care professionals, educators, and eaters.
- Receive prime advertising placement on our homepage along with our sponsors and partners.

Your advertising enables us to continue to provide our members and subscribers with resources, support and programming they will use to grow their farming businesses, educate the community, and create a strong local food system and vibrant economy.

AD RATES:

Homepage Logo and Link	\$100 per month or \$1,000 per year
Programs & Events Page Logo and Link	\$35 per month or \$350 per year

Website ads will run for one month.

RESERVING SPACE:

To reserve space, please provide payment and send a copy of the ad. All ads should be in color and submitted in 300 DPI JPEG format. Checks should be made out to NOFA-NH and mailed to 84 Silk Farm Road, Concord, NH 03301.

DEADLINE:

Please submit your ad by the first day of the month before your ad will run. For example, for your ad to run in March, submit it by February 1st.

PROGRAM SPONSORSHIP 2022 - 2023

50TH ANNIVERSARY CELEBRATIONS

Sponsor NOFA-NH's 50th Anniversary: *Celebrating 5 Decades of Organic Farming, Gardening & Food!*



In honor of our 50th anniversary, NOFA-NH is hosting a farm-to-table fundraising dinner at Colby Hill Inn on Saturday, August 27, 2022, and an outdoor family friendly pizza party, exhibitor fair, and farm tour at Brookford Farm on Saturday, October 1, 2022. Both events will feature local and organic food and drinks, and gather NH's vibrant organic and sustainable food and agriculture community, including farmers, gardeners, homesteaders, educators, activists, and eaters.

Sponsorships cover both events, providing businesses with high profile advertising exposure to a diverse audience. You can register as a 50th Anniversary Sponsor by contacting Operations Manager Nikki Kolb by email or phone at nikki@nofanh.org and (603) 224-5022.



**COLBY HILL INN FARM TO TABLE
DINNER & FUNDRAISER**

Saturday, August 27, 2022 4:00 PM - 9:30 PM	33 The Oaks, Henniker, NH 03242
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GET TICKETS & LEARN MORE AT
WWW.NOFANH.ORG/50THANNIVERSARY



**BROOKFORD FARM PIZZA PARTY,
LIVE MUSIC & FARM TOUR**

Saturday, October 1, 2022 1:00 PM - 4:00 PM	250 W. Road, Canterbury, NH 03224
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GET TICKETS & LEARN MORE AT
WWW.NOFANH.ORG/50THANNIVERSARY

50TH ANNIVERSARY EVENTS SPONSORSHIP PACKAGE

Sponsorship Benefits	Steward \$10,000	Cultivator \$5,000	Nurturer \$1,500	Grower \$1,000	Planter \$800	Gatherer \$500
Hyperlinked logo in promotional e-blasts each reaching 3,500 subscribers	Yes	Yes	Yes	Yes	Yes	Yes
Hyperlinked logo in Monthly E-newsletter each reaching 3,500 subscribers	12 Months	9 Months	5 Months	4 Months	3 Months	2 Months
Name recognition in an event press release	Yes	Yes	Yes	Yes	Yes	Yes
Hyperlinked logo on NOFA-NH's homepage	12 Months	9 Months	3 Months	N/A	N/A	N/A
Logo on 50 th anniversary opening slideshow	Premiere listing	Premiere listing	Premiere listing	Yes	Yes	Yes
Name recognition during welcoming ceremony at both events	Yes	Yes	Yes	Yes	Yes	Yes
Logo on printed program at 50 th anniversary dinner	Premiere listing	Premiere listing	Yes	Yes	Yes	Yes
Hyperlinked logo on NOFA's 50 th Anniversary webpage for one year	Yes	Yes	Yes	Yes	Yes	Yes
Onsite marketing at both events (brochures and/or company banner)	Yes	Yes	Yes	Yes	Yes	Yes
*Complimentary tickets to Colby Hill Inn celebration August 27 th	8	6	2	2	2	1
*Complimentary tickets to Brookford Farm celebration October 1 st	10	8	4	4	3	2
One Year of NOFA-NH Membership	Yes	Yes	Yes	Yes	Yes	Yes

**Please confirm your attendance at Colby Hill Inn by August 1st and Brookford Farm by September 19th.*

WINTER CONFERENCE

NOFA-NH's Winter Conference is a lively educational gathering of New Hampshire's organic and sustainable food and agriculture community: farmers, gardeners, localvores, educators, activists, and eaters. This year's winter conference is being planned as a hybrid of in-person and virtual workshops, including a keynote, in January/February 2023.

SPONSORSHIP

Winter Conference sponsorships provide businesses with high profile advertising exposure to a diverse audience. Our 21st Annual Winter Conference Sponsorship Package is located on the following page. Please contact Operations Manager Nikki Kolb at (603) 224-5022 or email nikki@nofanh.org to register as a Sponsor, and visit www.nofanh.org/winterconference to learn more.

ADVERTISING

Advertising opportunities are available in NOFA-NH's Winter Conference Program Booklet, providing a prime opportunity to market to a targeted constituency in the thriving sustainable and organic marketplace.

ADVERTISE in the Conference Program Book (without sponsoring; see sponsorships on next page)

Full Page in the Digital Program Booklet with Click-Through Capability	\$500
Half Page in the Digital Program Booklet with Click-Through Capability	\$300
Quarter Page in the Digital Program Booklet with Click-Through Capability	\$200

All ads are in color and must be submitted in PNG or PDF format, minimum 300 DPI by January 9, 2023 to winterconference@nofanh.org.

EXHIBIT AT THE GREEN MARKET FAIR

Benefits of exhibiting at the NOFA--NH Winter Conference include:

- Exposure to hundreds of unique participants
- Listing in conference program booklet – deadline January 9, 2023
- Hyperlinked listing on the NOFA-NH winter conference web page
- Discounted rates for NOFA and MOFGA members
- Exhibitor fee covers conference passes for TWO people, including meals and access to all workshops/programming
- Vendor Space: Approximately 8' x 8' area, one (1) 6' table, one folding chair. Linens are NOT included – please plan to bring your own. **Exhibitors may purchase multiple booth spaces.** Volunteers will be onsite to help you set up and break down.

NOFA & MOFGA Member Price	\$95
Not-Yet Member Price	\$145

WINTER CONFERENCE SPONSORSHIP PACKAGE

Sponsorship Benefits	Cultivator \$5,000	Nourisher \$2,500	Grower \$1,000	Planter \$500	Gatherer \$250
In-person Exhibitor space (8'x8' space; 6' table & one chair, one conference registration pass provided)	Yes	Yes	Yes	Yes	Yes
Company-provided banner placed at conference entrance	Yes	Yes	N/A	N/A	N/A
Speaking opportunity at conference during plenary session	Yes	N/A	N/A	N/A	N/A
Name featured on cover page of conference program booklet	Yes	N/A	N/A	N/A	N/A
Color ad in digital program booklet hyperlinked to the website of your choice	Full Page	Full Page	Full Page	Half Page	Quarter Page
Pre-conference promotion/recognition in e-blasts reaching 3,700 subscribers	Premium placement of hyperlinked color logo	Premium placement of hyperlinked color logo	Premium placement of hyperlinked color logo	Hyperlinked color logo	Hyperlinked color logo
E-newsletter listing (color logo hyperlinked to website of your choice)	12 Months	9 Months	6 Months	4 Months	2 Months
Name and logo recognition on opening screen of the Keynote presentation and all virtual presentations	Yes	Yes	N/A	N/A	N/A
Hyperlinked logo Listing on NOFA-NH homepage	12 months	9 months	6 months	N/A	N/A
Hyperlinked logo on Winter Conference sponsor page for 1 year	Premium placement	Premium placement	Premium placement	Yes	Yes
Highlighted on NOFA-NH's social media reaching 7,300+ followers	Yes	Yes	Yes	Yes	Yes
Hyperlinked representation on the	Yes	Yes	Yes	Yes	Yes

virtual marketplace webpage for one year					
Complimentary Conference Registrations (includes access to workshops and workshop recordings)	6	5	4	3	2
Scholarship Tickets (provides no-cost tickets to attendees in need)	5	4	3	2	1
One year of NOFA-NH Membership	Yes	Yes	Yes	Yes	Yes



“SHARE THE BOUNTY DAY” SUPPORTING NOFA-NH’s FARM SHARE PROGRAM

NOFA-NH’s Farm Share Program provides limited income New Hampshire residents with discounted Community Supported Agriculture (CSA) shares, also known as farm shares. The program especially benefits children, families, and seniors by connecting low-income individuals with certified organic farms to provide a season's worth of local farm fresh products at a reduced cost. Since 2017, this program has partnered with 15 certified organic farms to provide over 535 low-income NH residents with 167 subsidized farm shares.

NOFA-NH invites restaurants, brewers, grocers and other businesses to help support this program. Your participation in “Share the Bounty Day” on Saturday and/or Sunday, September 17- 18, 2022 will provide low-income individuals and families with discounted farm shares, improve food security in the Granite State, and support local organic farms.



Support Levels

Sponsors are invited to pledge a percentage of sales from “Share the Bounty Day,” or make a flat donation (\$250 minimum) to NOFA-NH’s Farm Share Program. The more your organization raises on “Share the Bounty Day,” the more promotional benefits your organization will receive.

Donation Levels:

- 5% of sales on September 17 and/or 18, 2022
- 10% of sales on September 17 and/or 18, 2022
- 15% of sales on September 17 and/or 18, 2022
- A flat donation of \$250 or more

SHARE THE BOUNTY DAY SPONSORSHIP PACKAGE

NOFA-NH will provide our “Share the Bounty Day” partners with the following benefits based on the amount of funds your organization raises for the Farm Share Program:

Sponsorship Benefits	Nourisher Raise \$1,500 & More	Nurturer Raise \$1,000 – \$1,499	Grower Raise \$500 - \$999	Planter Raise \$250 - \$499	Gatherer Raise \$100 - \$249
Hyperlinked logo on NOFA-NH’s homepage	6 months	3 months	No	No	No
Hyperlinked logo listing in E-news (reaching 3,700+ subscribers/month)	12 months	9 months	6 months	3 months	1 month
Hyperlinked logo listing in promotional emails (reaching 3,700+ readers per email)	Premiere Placement	Premiere Placement	Yes	Yes	Yes
Name recognition as a program sponsor in a press release	Yes	Yes	Yes	Yes	Yes
Hyperlinked logo placement on the Farm Share Program webpage for 1 year	Premiere Placement	Premiere Placement	Yes	Yes	Yes
Logo placement on promotional images and flyers for Share the Bounty Day	Yes	Yes	Yes	Yes	Yes
Logo placement on 2023 Farm Share Program Outcomes Report	Yes	Yes	Yes	Yes	Yes
One year of NOFA-NH Membership	Yes	Yes	Yes	Yes	Yes

Please contact Operations Manager Nikki Kolb at (603) 224-5022 or email nikki@nofanh.org to register as a Sponsor, and visit www.nofanh.org/farm-share-program to learn more.

“FEEDING THE FAMILY” ORGANIC GARDENING SERIES

NOFA-NH hosts an annual spring “Feeding the Family” Organic Gardening Series. In 2023, a diverse group of instructors will lead an extensive series of virtual workshops from late winter into spring covering a range of topics such as: vegetable garden planning, growing techniques/skill development, livestock care, specialty and medicinal crops, and organic practices.

Organizations can support this dynamic educational program by becoming a sponsor. In addition to supporting the series, sponsorships will fund no-cost tickets for community members in need.

ORGANIC GARDENING SERIES SPONSORSHIP PACKAGE

Sponsorship Benefits	Nurturer \$1,500	Grower \$1,000	Planter \$500	Gatherer \$250
Hyperlinked logo on NOFA-NH Homepage	4 months	N/A	N/A	N/A
Hyperlinked logo listing in E-news (3,700 subscribers)	12 months	9 months	6 months	3 months
Hyperlinked Logo Placement in Promotional Eblasts	Premiere placement	Premiere placement	Yes	Yes
Listing on NOFA’s Organic Gardening Series webpage	Premiere hyperlinked logo placement	Premiere hyperlinked logo placement	Hyperlinked logo placement	Hyperlinked logo placement
Logo recognition on opening presentation screens of each class	Premiere placement	Yes	N/A	N/A
Name recognition as a program sponsor in a press release	Yes	Yes	Yes	Yes
Logo placement on promotional flyers	Yes	Yes	Yes	Yes
One year of NOFA-NH Membership	Yes	Yes	Yes	Yes
Scholarship Tickets (supports full-series no-cost tickets for attendees in need)	4	3	2	1

Please contact Operations Manager Nikki Kolb at (603) 224-5022 or email nikki@nofanh.org to register as a Sponsor, and visit www.nofanh.org/gardeningseries to learn more.

“THE CRAFT OF FARMING” ORGANIC FARM TOURS, NETWORKING & FARMER TRAINING

CRAFT, or Collaborative Regional Alliances for Farmer Training, is a national program of small, independent regional alliances focused on training for farmers, farm workers, interns and apprentices. Each year, NOFA-NH hosts a series of CRAFT farm tours across the state aimed at convening growers and eaters to learn from one another, gain new skills, and deepen connections. Since 2019, NOFA-NH’s CRAFT program has reached over 300 farmers, farm workers, gardeners, students, and consumers through 15 farm tours. We are planning six educational farm tours across the state for the summer and fall of 2022, each focused on a different topic.

“THE CRAFT OF FARMING” SPONSORSHIP PACKAGE

Sponsorship Benefits	Nurturer \$1,500	Grower \$1,000	Planter \$500	Gatherer \$250
Hyperlinked logo on NOFA-NH Homepage	4 months	N/A	N/A	N/A
Hyperlinked logo listing in E-news (3,700 subscribers)	12 months	9 months	6 months	3 months
Hyperlinked Logo Placement in Promotional Eblasts	Premiere placement	Premiere placement	Yes	Yes
Listing on NOFA’s CRAFT webpage	Premiere hyperlinked logo placement	Premiere hyperlinked logo placement	Hyperlinked logo placement	Hyperlinked logo placement
Logo recognition on opening presentation screens of each class	Premiere placement	Yes	N/A	N/A
Name recognition as a program sponsor in a press release	Yes	Yes	Yes	Yes
Logo placement on promotional flyers	Yes	Yes	Yes	Yes
One year of NOFA-NH Membership	Yes	Yes	Yes	Yes
Scholarship Tickets (supports full-series no-cost tickets for attendees in need)	4	3	2	1

Please contact Operations Manager Nikki Kolb at (603) 224-5022 or email nikki@nofanh.org to register as a Sponsor, and visit www.nofanh.org/craft to learn more.



*Thank you for your interest
in supporting NOFA-NH!*