



# THE NORTHEAST ORGANIC FARMING ASSOCIATION OF NEW HAMPSHIRE

## NOFA-NH's 20<sup>th</sup> Annual Winter Conference ~ A Virtual Experience ~

**February 6 – 12, 2022**

**Collaboration & Self-Reliance:  
Building a Stronger NH Food System**

Sponsorship Package



*Grow Well, Eat Well*  
— NOFA NH WINTER CONFERENCE —

## Mission Statement

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

### ***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 this diverse population by providing educational and networking opportunities, food security, serving as a resource hub, and leading on advocacy with programs like:

- Winter Conference
- Bulk Ordering
- Subsidized Farm Share Program
- Organic Farm Tours
- Organic Gardening Series
- Film Screenings
- Panel Discussions
- Organic Land Care Workshops
- Organic Farm and Food Map, and more!

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

### ***Our Audience***

- 3,500+ mailing list subscribers
- 6,550+ social media following on Facebook, Instagram, Twitter and YouTube
- 3,000 unique website views per month
- 375 members

# NOFA-NH 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 conference will be a virtual offering of 15 - 20 online workshops, including a keynote, over the week of February 6 – 12, 2022.

## SPONSORSHIP

Winter Conference sponsorships provide businesses with high profile advertising exposure to a diverse audience. Please find our 20<sup>th</sup> Annual Winter Conference Sponsorship Package on the following page.

You can register as a Sponsor online: [www.nofanh.org/winterconference](http://www.nofanh.org/winterconference). For questions or more information, please contact Operations Manager Nikki Kolb at (603) 224-5022 or email [nikki@nofanh.org](mailto:nikki@nofanh.org).

## ADVERTISING

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

### ADVERTISE in the Conference Digital 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 3, 2022 to [winterconference@nofanh.org](mailto:winterconference@nofanh.org).

## PROMOTE your business at our Virtual Green Market Fair

NOFA-NH is offering virtual exhibitor space in our Green Market Fair. Virtual exhibitor space includes a logo or image of your choice, a brief blurb/description, a discount code if you wish to provide one, click-through to your web store or website, and one complimentary ticket to the virtual Winter Conference. Exhibitor listings will be hosted on NOFA-NH's Winter Conference webpage for one year, will be promoted to our mailing list, and to conference attendees in the digital program and during the Winter Conference. An exhibitor listing is included in Winter Conference sponsorship.

Member Price	\$50
Not-Yet Member Price	\$75

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

# Sponsor Benefits

Sponsorship Benefits	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Supporter \$250
Color ad in digital program booklet with click-through capability to the website of your choice	Full Page	Full Page	Full Page	Half Page	Quarter Page
Pre-conference promotion/recognition in e-blasts reaching 3,500 subscribers	Premium placement of color logo with click-through capability	Premium placement of color logo with click-through capability	Premium placement of color logo with click-through capability	Color logo with click-through capability	Color logo with click-through capability
E-newsletter listing (color logo with click-through capability to website of your choice)	12 Months	9 Months	6 Months	4 Months	2 Months
Name and logo recognition on opening screens of presentations throughout the virtual conference, including the keynote presentation	Yes	Yes	N/A	N/A	N/A
Listing on NOFA-NH homepage	Hyperlinked logo listing for 12 months	Hyperlinked logo listing for 9 months	Hyperlinked logo listing for 6 months	N/A	N/A
Listing on Winter Conference sponsor page for one year	Premium hyperlinked logo placement	Premium hyperlinked logo placement	Premium hyperlinked logo placement	Hyperlinked logo placement	Hyperlinked logo placement
Option to be listed on the Virtual Green Market Fair website for one year	Yes	Yes	Yes	Yes	Yes
Complimentary Conference Registrations (includes access to workshops and workshop recordings)	6	5	4	3	2
Scholarship Tickets (provides scholarship tickets to attendees in need)	5	4	3	2	1
NOFA-NH Membership	Yes	Yes	Yes	Yes	Yes



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