



THE NORTHEAST ORGANIC FARMING ASSOCIATION OF NEW HAMPSHIRE

ADVERTISING, SPONSORSHIP AND MARKETING PACKAGE



NOFA-NH 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.

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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 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 Order Program
- 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

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 +	Pollinator \$5,000	Sprout \$2,500	Seed \$1,000
Hyperlinked Logo Listing in Monthly E-newsletter reaching 3,500 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 3,350 readers every month. New contacts are made regularly through outreach events and mailing list submissions.

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.	- 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.
- 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	\$70 per month or \$720 per year
Programs & Events Page Logo and Link	\$35 per month or \$300

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

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 20th Annual Winter Conference Sponsorship Package on the following page.

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

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

WINTER CONFERENCE SPONSORSHIP PACKAGE

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
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 channels reaching 6,550+ followers	Yes	Yes	Yes	Yes	Yes
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 no-cost tickets to attendees in need)	5	4	3	2	1
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 farmers to provide over 370 low-income NH residents with 117 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 Sunday, September 19, 2021 will provide low-income individuals and families with discounted farm shares, improve food security throughout New Hampshire, and support small, organic family farms.



Support Levels

Participating partners are invited to pledge a percentage of sales from “Share the Bounty Day,” or make a flat donation (\$100 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 Sunday, September 19, 2021
- 10% of sales on Sunday, September 19, 2021
- 15% of sales on Sunday, September 19, 2021
- A donation (\$100 minimum)

Benefits of Participation

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

Sponsorship Level & Benefits	Raise \$1,500 & Up	Raise \$1,000 – \$1,499	Raise \$500 - \$999	Raise \$250 - \$499	Raise \$100 - \$249
Hyperlinked logo on NOFA-NH’s homepage	4 months	No	No	No	No
Hyperlinked logo listing in E-news (reaching 3,500+ subscribers/month)	12 months	9 months	6 months	3 months	1 month
Hyperlinked logo listing in promotional emails (reaching 3,500+ 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 2022 Farm Share Program Outcomes Report	Yes	Yes	Yes	Yes	Yes
One year of NOFA-NH Membership	Yes	Yes	Yes	Yes	Yes

“FEEDING THE FAMILY” ORGANIC GARDENING SERIES

NOFA-NH hosts an annual spring “Feeding the Family” Organic Gardening Series. In 2022, a diverse group of instructors will lead 6 virtual workshops from February to May covering topics such as: vegetable garden planning, container and raised bed gardening, cultivating fruit and nut trees, specialty and medicinal crops, permaculture, pollinator gardens, and raising chickens, eggs, and goats.

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 Support Levels

NOFA-NH will provide the following promotional benefits for sponsoring this program!

Sponsorship Level & Benefits	Gold \$1,500	Silver \$1,000	Bronze \$500	Support \$250
Listing on NOFA-NH Homepage	Logo with link for 4 months	N/A	N/A	N/A
E-news Listing (3,000 subscribers)	Logo with link for 12 months	Logo with link for 9 months	Logo with link for 6 months	Logo with link for 3 months
Eblast Hyperlinked Logo Placement	Premier placement	Premier placement	Yes	Yes
Listing on NOFA’s Organic Gardening Series webpage	Premier logo & link placement	Premier logo & link placement	Logo with link	Logo with link
Logo recognition on opening presentation screens of each class	Premier logo placement	Yes	N/A	N/A
Name recognition as a program sponsor in a press release	Yes	Yes	Yes	Yes
Logo placement on all printed 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



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