ORGANIC FARMING
RESEARCH FOUNDATION
FOUNDED IN 1990, the Organic Farming Research Foundation (OFRF) is a LEADING CHAMPION of organic farmers and ranchers.

We envision a future where organic farming is the leading form of agriculture - contributing to healthy and resilient people, ecosystems, and economies.
WHY PARTNER?

By supporting OFRF, you are contributing to the success of organic farmers and the overall growth of the organic sector.

OFRF is the perfect partner for companies who want to show their commitment to the success of organic farmers nationwide and connect with our audience of organic stakeholders.
COMMUNICATIONS REACH

An engaged audience of organic farmers and organic industry supporters across the U.S.
2,000 FARMERS SURVEYED nationwide to determine research priorities

339 RESEARCH GRANTS awarded

CONSUMERS WE REACH

8 Consumers we reach (YTD)

THE FUTURE IS ORGANIC

$3.1M IN RESEARCH GRANTS invested

339 RESEARCH GRANTS awarded

CO-BRANDED SOCIAL MEDIA audience

2,758,000

14,000 SOIL HEALTH GUIDES & research publications downloads per year

17,000 FARMERS CONTACTED for educational opportunities

14,000 E-NEWSLETTER subscribers

125,867 FOLLOWERS on social media

7,000 OFRF.ORG VISITS monthly

216,180 MEDIA IMPRESSIONS quarterly

14,000 WEBSITE RANKED #1 in online searches for “Organic Farming”
PARTNERSHIP OPPORTUNITIES

OFRF puts FARMERS FIRST and you do, too. Become a partner today.
IMPACT PROGRAM PARTNERS

$25,000+

Make a critical impact gift to support our core programmatic areas: POLICY, RESEARCH, AND EDUCATION. This meaningful support level helps ensure the continued success of organic farmers.
RESEARCH

OFRF’s research program provides seed funding for innovative on-farm projects that advance the scientific knowledge, ecological sustainability, and economic prosperity of organic farming.

IMPACT AREA 1
POLICY

OFRF advocates for federal programs and policies that support the unique needs of organic agriculture, ensuring the voices of organic farmers and ranchers are heard in Washington, DC.

IMPACT AREA 2
RESEARCH

OFRF’s research program provides seed funding for innovative on-farm projects that advance the scientific knowledge, ecological sustainability, and economic prosperity of organic farming.

IMPACT AREA 3
EDUCATION

OFRF translates research findings into practical resources and educational platforms that help organic farmers and ranchers implement best practices and advance organic agriculture.
IMPACT PARTNERS SUPPORT THE SUCCESS OF ORGANIC FARMERS AND RANCHERS across the U.S. with their investment in OFRF’s farmer focused research, education, outreach, and advocacy programs.

Our partner benefits can be customized to fit your needs. We look forward to creating an opportunity that works for you.

SAMPLE AMENITY OPTIONS
JOINT DEVELOPMENT + PROMO of messaging or campaign content.

DONOR GRATITUDE RECOGNITION on OFRF’s outreach and education materials such as:

- Webinars
- Farmer resource guides
- Informational postcards and brochures

LOGO INCLUDED in a sponsor banner/footer on all related external communications and on web pages such as:

- Monthly e-newsletter (calendar year)
- OFRF homepage and FAQ pages
- Blog post pages - listings of logo in association with related blog posts
- Educational program announcements and updates

RECOGNITION FROM THE PODIUM at OFRF event

METRICS:
216,180 quarterly audited MEDIA IMPRESSIONS
7,000+ monthly visits to OFRF.ORG
125,867 social media FOLLOWERS
100+ PERSON AVERAGE GROWTH / quarter
14,000 DOWNLOADS / year
RESEARCH PARTNERS

Your support ensures we can award funding to more of the most innovative proposals that address high-need issues identified by organic farmers nationwide.
RESEARCH PARTNER BENEFITS

$1,000-$20,000

Customizable amenities are available depending on your partnership level. We look forward to working together to create an opportunity that works for you.

SAMPLE AMENITY OPTIONS:
DONOR LOGO RECOGNITION on competitive grant programs communications such as:

- Monthly e-newsletter (calendar year)
- Spring and fall appeal: gratitude recognition to all donors year-to-date
- Share a partner-produced article or link to partner’s page with OFRF social media audience
- Listing of logo in association with related blog posts
- Research grant announcements and PR

METRICS:
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OFRF grants are leveraged to provide seed funding for innovative on-farm projects that advance the scientific knowledge, ecological sustainability, and economic prosperity of organic farming.
GENERAL SUPPORT PARTNERS
Support for our General Fund connects your brand’s values with OFRF’s vision and our overall annual mission-driven work, sustaining the core of what we do.
GENERAL SUPPORT PARTNERS do more than help keep the lights on. They fly organic farmers from across the U.S. to meet with congressional representatives, produce ground-breaking research on critical environmental and farming issues, and educate consumers, farmers, and corporations on ways to create a systemic change in our food system, making agroecology and organic production the norm.

Amenities can be creatively designed to suit your needs. Below are a list of possible benefits for general fund partnerships.

SAMPLE AMENITY OPTIONS:

DONOR LOGO RECOGNITION (with link to sponsor website) on ofrf.org website sponsor page and homepage
Quarterly social media acknowledgment
Logo included in sponsor banner on external general communications and web pages related to OFRF communications:
  • Newsletter - tiered placement in monthly e-newsletter (for calendar year)
  • Gratitude recognition on Spring and Fall donor publications year to date
  • Listing of logo in association with blog posts
  • Partner articles and shares

METRICS:
216,180 quarterly audited MEDIA IMPRESSIONS
7,000+ monthly visits to OFRF.ORG
125,867 social media FOLLOWERS
100+ PERSON AVERAGE GROWTH / quarter
14,000 DOWNLOADS / year
<table>
<thead>
<tr>
<th>5 LEVELS OF AMENITIES</th>
<th>VISIONARY</th>
<th>INNOVATOR</th>
<th>LEADER</th>
<th>CULTIVATOR</th>
<th>SUSTAINER</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISIONARY: $25,000+</td>
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<tr>
<td>INNOVATOR: $20,000+</td>
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<tr>
<td>LEADER: $15,000+</td>
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<tr>
<td>CULTIVATOR: $10,000+</td>
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<tr>
<td>SUSTAINER: $5,000+</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GRATITUDE PLACEMENT</strong> in monthly e-newsletter</td>
</tr>
<tr>
<td><strong>LOGO RECOGNITION</strong> on external communications sponsor banners</td>
</tr>
<tr>
<td><strong>GRATITUDE RECOGNITION</strong> on all donor publications YTD</td>
</tr>
<tr>
<td><strong>DONOR PROFILE &amp; LOGO RECOGNITION</strong> on website</td>
</tr>
<tr>
<td><strong>LOGO RECOGNITION</strong> in blog posts</td>
</tr>
<tr>
<td><strong>QUARTERLY SOCIAL MEDIA</strong> acknowledgment</td>
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<tr>
<td><strong>LOGO RECOGNITION</strong> on ofrf.org FAQ page and homepage</td>
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**GENERAL SUPPORT PARTNER BENEFITS**
EXPO WEST PARTNERSHIPS

OFRF’s luncheon is the traditional kick-off benefit event for Expo West before the full show opens. Sponsorship of this event brings brand visibility to be seen by hundreds of organic industry leaders attending Expo West.
Known as the best meal at Expo West, this luscious event features an all organic menu created by celebrity chefs Donna Prizgintas, Christopher Blobaum, and Beth Miller. The luncheon offers companies an opportunity to network and hear from organic industry pioneers and researchers like Heather Darby, PhD (2019), Deborah Eschmeyer (2018), Kathleen Merrigan, PhD (2017), and Fred Kirschenmann, PhD (2016).

EXPO WEST AMENITIES SAMPLE
LOGO INCLUDED ON banner on all external communications and web pages related to Annual Expo and OFRF Expo events
RECOGNITION IN ALL event promotion emails
REPRESENTATION on event website, promotions, and blog posts
SOCIAL MEDIA PROMOTIONS and event wrap-up
SIGNAGE AND VIDEO SCROLL at the event
VERBAL EVENT WELCOME from the podium
RESERVED tables and tickets
Please reference our Expo West amenities document for specific sponsorship level information.

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100+ PERSON AVERAGE GROWTH / quarter
14,000 DOWNLOADS / year
## EXPO WEST SPONSOR LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Materials &amp; Promotion</th>
<th>Website</th>
<th>Tickets to Luncheon</th>
<th>Recognition on Event Signage</th>
<th>Recognition from the Podium at Event</th>
<th>Featured Profile on Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLDEN SUNFLOWER</td>
<td>Logo on all event materials, quarterly communications, and social media</td>
<td>Logo on ofrf.org &amp; event page w/ link to partner’s website</td>
<td>One reserved table of 10, plus 5 additional tickets</td>
<td>Logo on signage and at table</td>
<td>Logo only</td>
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</tr>
<tr>
<td>SILVER LILY</td>
<td>Logo on all event materials, quarterly communications, and social media</td>
<td>Logo on ofrf.org &amp; event page w/ link to partner’s website</td>
<td>One reserved table of 10, plus 2 additional tickets</td>
<td>Logo on signage and at table</td>
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<td></td>
</tr>
<tr>
<td>BRONZE BUTTERCUP</td>
<td>Logo on event materials and promotion</td>
<td>Logo on ofrf.org &amp; event page w/ link to partner’s website</td>
<td>One reserved table of 10</td>
<td>Logo on signage and at table</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEEDLING</td>
<td>Logo on event materials and promotion</td>
<td>Small logo on ofrf.org &amp; event page</td>
<td>Six tickets</td>
<td>Small Logo on signage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOIL BUILDER</td>
<td>Name on event materials</td>
<td>Name on ofrf.org and event page</td>
<td>Four tickets</td>
<td>Name on signage</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Additional Sponsorship Opportunity:
**SPROUT $1,000** - Includes name on event materials and event page, recognition on event website, two tickets, and name on signage.
Conferences and workshops are key to reaching farmers, researchers, and policy makers with cutting edge research related to organic farming.
ANNUAL RESEARCH FORUM SPONSORS

$2,500-$20,000

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ABOUT THE FORUM
OFRF’s annual Organic Agriculture Research Forum (OARF), is presented in partnership with an established agricultural conference. We rotate our program to partner with a different regional conference each year in order to ensure equal access to organic farmers from all over the United States.

OFRF’s day-long forum features talks from researchers, farmers, students, and other agriculture specialists chosen for their innovative excellence and relevance to the advancement of organic agriculture, implementation of sustainable practices, and improvement of our food system overall. The event also includes an evening cocktail hour and poster session.

Last year, of the 40+ abstracts received by our research team, the largest percentage pertained to soil health—a top research priority identified by organic farmers nationwide.

TYPES OF SPONSORSHIP

Underwriter $20,000
COVERS COST OF ENTIRE FORUM - an underwriter sponsorship precludes all other potential sponsors.

Scholarship $10,000
CREATES BRANDED SCHOLARSHIP FUND that sponsors 10+ farmers or student researchers who otherwise would not be able to attend.

Joint Sponsorship $2,500 - $10,000
AMENITIES VARY based on level of joint forum sponsorship.
# Forum Sponsor Levels

## Presenting Sponsor
$10,000

- Large logo w/ link to partner website on all digital event materials: monthly e-newsletter, event promo emails, & related social media

## Supporting Sponsor
$5,000+

- Logo on all digital event materials: monthly e-newsletter, event promo emails, & related social media

## Contributing Sponsor
$2,500+

- Name on digital event materials: monthly e-newsletter, event promo emails, & related social media

<table>
<thead>
<tr>
<th>Event Promotion</th>
<th>Presenting Sponsor</th>
<th>Supporting Sponsor</th>
<th>Contributing Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Large logo on ofrf.org event page w/ link to partner website</td>
<td>Logo on ofrf.org &amp; event page</td>
<td>Name on ofrf.org &amp; event page</td>
</tr>
<tr>
<td>Printed Materials</td>
<td>Large logo printed in program with special gratitude call-out</td>
<td>Logo printed in program</td>
<td>Name printed in program</td>
</tr>
<tr>
<td>Press</td>
<td>Large logo in press release and event blog (with link to sponsor’s website)</td>
<td>Logo in event blog</td>
<td>Name in event blog</td>
</tr>
<tr>
<td>Recognition from the Podium at Event</td>
<td><img src="image.png" alt="Image" /></td>
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</tr>
</tbody>
</table>

14,000 e-mail subscribers | 125,867+ social media FOLLOWERS | 216,180 quarterly audited MEDIA IMPRESSIONS | 7,000+ monthly visits to OFRF.ORG
Consumers love that your company is dedicated to organic ingredients, and they understand the products they love are made possible by successful organic farming practices.
Organic farming research innovates new farming practices and technology necessary to grow the organic industry. Align your brand’s organic values with consumers who care about farmers as well as the health and environmental impacts of our food system.

**CO-VENTURE BRAND BENEFITS $10,000+**

**SAMPLE BENEFITS:**

**INDUSTRY AND CONSUMER FACING INFOGRAPHICS**

PERCENT OF SALES agreement, with a minimum commitment

BRAND REPRESENTATION in media

“SUPPORTED BY” + LOGO in an OFRF video, co-promoted on our Facebook and Twitter accounts

SOCIAL MEDIA RELEASE with partner-produced article or link to partner’s page with OFRF social media audience

YOUR BRAND’S LOGO AND GRATITUDE placement in monthly e-newsletter reaching over 14,000 subscribers/ month (for calendar year)

**METRICS:**

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THANK YOU TO OUR SUPPORTERS

Our core partners invest in cutting-edge research, outreach, and organic advocacy

General Mills
Organic Valley
Clif Bar & Family Foundation
Whole Foods Market
Driscoll’s
National Co-op Grocers
Lundberg Family Farms
Patagonia
Ceres Trust
OGEE
New Hope Network
Amy’s
Ciranda
Dole
Organic Partners International
Vitalis Organic Seeds
LET'S GET THIS PARTNERSHIP GOING!

Call or email:
LOLA DANNEHL-SCHICKMAN, PARTNERSHIPS & DEVELOPMENT MANAGER: 831.426.6606 / lola@ofrf.org