



ORGANIC FARMING RESEARCH FOUNDATION





WHO WE ARE

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.



#1

WEBSITE RANKED
in online searches for
“Organic Farming”

216,180

MEDIA IMPRESSIONS
quarterly

125,867

FOLLOWERS
on social media

17,000

FARMERS CONTACTED
for educational opportunities

14,000

E-NEWSLETTER
subscribers

14,000

SOIL HEALTH GUIDES
& research publications
downloads per year

7,000

OFRF.ORG VISITS
monthly



**OFRF REACH
HIGHLIGHTS**



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.



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 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 AREA 2 RESEARCH

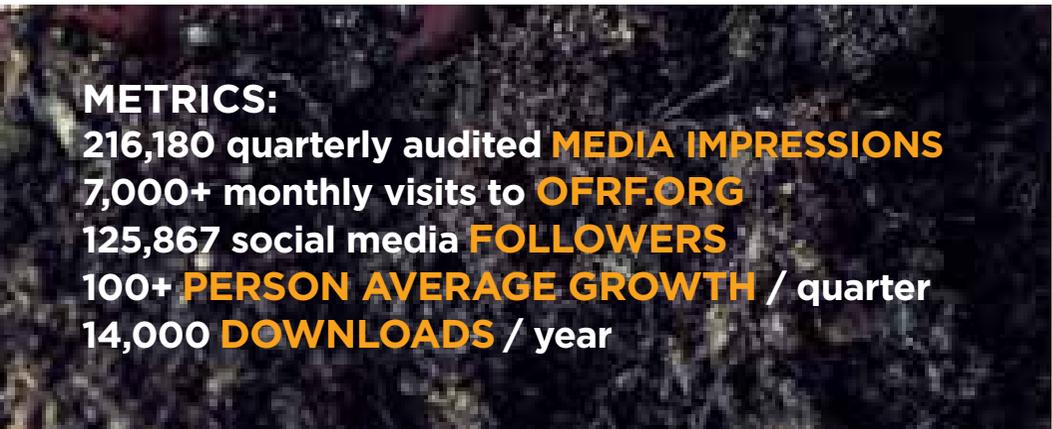
OFRF's research program provides seed funding for innovative on-farm projects that advance the scientific knowledge, ecological sustainability, and economic prosperity of organic farming.





IMPACT PARTNER BENEFITS

\$25,000+



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

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



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

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14,000 **DOWNLOADS** / year

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.

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



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 PARTNER BENEFITS

\$5,000-\$20,000

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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

| 5 LEVELS OF AMENITIES | VISIONARY \$25,000+ | INNOVATOR 20,000+ | LEADER \$15,000+ | CULTIVATOR \$10,000+ | SUSTAINER \$5,000+ |
|---|---|---|---|---|---|
| GRATITUDE PLACEMENT in monthly e-newsletter |  |  |  |  |  |
| LOGO RECOGNITION on external communications sponsor banners |  |  |  |  |  |
| GRATITUDE RECOGNITION on all donor publications YTD |  |  |  |  |  |
| DONOR PROFILE & LOGO RECOGNITION on website |  |  |  | Logo only | |
| LOGO RECOGNITION in blog posts |  |  |  | | |
| QUARTERLY SOCIAL MEDIA acknowledgment |  |  | | | |
| LOGO RECOGNITION on ofrf.org FAQ page and homepage |  | | | | |

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.

EXPO WEST PARTNERS

\$2,000-\$15,000

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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.



EXPO WEST SPONSOR LEVELS

| | GOLDEN SUNFLOWER \$15,000 | SILVER LILY 10,000+ | BRONZE BUTTERCUP \$7,000+ | SEEDLING \$3,000+ | SOIL BUILDER \$2,000+ |
|--------------------------------------|---|---|--|---------------------------------------|---------------------------------|
| MATERIALS & PROMOTION | Logo on all event materials, quarterly communications, and social media | Logo on all event materials, quarterly communications, and social media | Logo on event materials and promotion | Logo on event materials and promotion | Name on event materials |
| WEBSITE | Logo on ofrf.org & event page w/ link to partner's website | Logo on ofrf.org & event page w/ link to partner's website | Logo on ofrf.org & event page w/ link to partner's website | Small logo on ofrf.org & event page | Name on ofrf.org and event page |
| TICKETS TO LUNCHEON | One reserved table of 10, plus 5 additional tickets | One reserved table of 10, plus 2 additional tickets | One reserved table of 10 | Six tickets | Four tickets |
| RECOGNITION ON EVENT SIGNAGE | Logo on signage and at table | Logo on signage and at table | Logo on signage and at table | Small Logo on signage | Name on signage |
| RECOGNITION FROM THE PODIUM AT EVENT |  |  | | | |
| FEATURED PROFILE ON WEBSITE |  | Logo only | | | |

Additional Sponsorship Opportunity:

SPROUT \$1,000 - Includes name on event materials and event page, recognition on event website, two tickets, and name on signage.



CONFERENCE OR WORKSHOP PARTNERS

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 | SUPPORTING SPONSOR \$5,000+ | CONTRIBUTING SPONSOR \$2,500+ |
|--------------------------------------|--|---|---|
| EVENT PROMOTION | Large logo w/ link to partner website on all digital event materials: monthly e-newsletter, event promo emails, & related social media | Logo on all digital event materials: monthly e-newsletter, event promo emails, & related social media | Name on digital event materials: monthly e-newsletter, event promo emails, & related social media |
| WEBSITE | Large logo on ofrf.org event page w/ link to partner website | Logo on ofrf.org & event page | Name on ofrf.org & event page |
| PRINTED MATERIALS | Large logo printed in program with special gratitude call-out | Logo printed in program | Name printed in program |
| PRESS | Large logo in press release and event blog (with link to sponsor's website) | Logo in event blog | Name in event blog |
| RECOGNITION FROM THE PODIUM AT EVENT |  | | |

14,000 e-mail subscribers | **125,867+** social media FOLLOWERS | **216,180** quarterly audited MEDIA IMPRESSIONS | **7,000+** monthly visits to OFRF.ORG



CO-VENTURE BRAND PARTNERS

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.



CO- VENTURE PARTNERS

\$10,000+

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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)



THANK YOU TO OUR SUPPORTERS

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





LET'S GET THIS PARTNERSHIP GOING!

Call or email:

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