



# ORGANIC FARMING RESEARCH FOUNDATION







# WHO WE ARE

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**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?

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**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.**



# OFRF POLICY PROGRAM

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.



# OFRF EDUCATION PROGRAM

OFRF translates research findings into practical resources and educational platforms that help organic and transitioning farmers and ranchers implement best practices and advance organic agriculture.



# OFRF RESEARCH PROGRAM

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.







# 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**





# 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

## 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

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

	<b>GOLDEN SUNFLOWER</b> \$15,000	<b>SILVER LILY</b> 10,000+	<b>BRONZE BUTTERCUP</b> \$7,000+	<b>SEEDLING</b> \$3,000+	<b>SOIL BUILDER</b> \$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			<b>Additional Sponsorship Opportunity:</b> <b>SPROUT \$1,000</b> - Includes name on event materials and event page, recognition on event website, two tickets, and name on signage.		
FEATURED PROFILE ON WEBSITE		Logo only			
FEATURED PROFILE ON SOCIAL MEDIA					





# THANK YOU TO OUR SUPPORTERS

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



**patagonia**<sup>®</sup>



**OGEE**



**New Hope**<sup>®</sup>  
NETWORK<sup>™</sup>



**Driscoll's**  
Only the Finest Berries<sup>™</sup>

**MegaFood**<sup>®</sup>  
Fresh From Farm To Tablet<sup>™</sup>





# LET'S PARTNER!

Call or email:

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