



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.

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**

PARTNERSHIP OPPORTUNITIES

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





OFRF CLIMATE ADVOCACY

OFRF is uniquely qualified to play a critical role in the political discussion on climate change. We are developing a multifaceted research and policy-based program to move the needle on organic agriculture's efforts to combat the climate crisis.



CLIMATE ADVOCACY PROGRAM OVERVIEW



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

OFRF also has a long and successful history of utilizing our research-based analysis to inform public policy, including the Farm Bill, agriculture appropriations, and regulatory advocacy. OFRF has expertise in advocating for agriculture research needs to congress, USDA, and University Deans and Directors. Other organizations look to OFRF to provide the science-based reasoning to strengthen organic agriculture.

Given the strength of both our policy and research programs, the OFRF team is uniquely situated to play a critical role in the political discussion surrounding climate change. In order to best leverage our organizational strength, our team has developed a multifaceted research and policy-based program to move the needle on organic agriculture's efforts to combat the climate crisis.

OFRF'S CLIMATE POLICY PROGRAM WILL:

- Summarize and broadly promote science-based best organic management practices that build soil organic carbon and soil health and potentially reduce GHG emissions.
- Create a framework that identifies, analyzes, and reports on new developments related to the climate mitigation potential of organic farming and ranching and advocate for increased investment in associated research.
- Launch a public education and advocacy campaign to build grassroots support and deepen public understanding of the potential of organic agriculture to mitigate and build resilience to climate change.
- Develop and advocate for a set of recommendations for policies and programs to support and incentivize implementation of best organic practices and advocate for more research where we see scientific gaps.

AMENITIES LEVELS

VISIONARY
\$50,000+

INVESTOR
\$20,000

SOIL BUILDER
\$15,000+

CULTIVATOR
\$10,000+

LOGO RECOGNITION in monthly
e-newsletter as and OFRF Climate Partner



Name

RECOGNITION as Climate Partner on external
communications

Logo

Logo

Name

Name

GRATITUDE RECOGNITION on all donor
publications YTD



Logo only

DONOR PROFILE & LOGO RECOGNITION on
website



Logo only

LOGO RECOGNITION in blog posts as
Climate Partner



Name

QUARTERLY SOCIAL MEDIA acknowledgment
as Climate Partner



Name

FEATURED PARTNER ARTICLE published on
OFRF website and promoted via social media



LOGO RECOGNITION on
ofrf.org FAQ page and homepage



TOP-TIER GENERAL support recognition and
recognition at EXPO WEST BENEFIT LUNCHEON



CLIMATE ADVOCACY
PARTNER RECOGNITION



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-\$50,000+



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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.



















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

If your company is interested in funding research in a specific area or topic, please reach out to Lola Dannehl-Schickman at lola@ofrf.org or 831-426-6606 for details.

SAMPLE CUSTOM 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

5 LEVELS OF AMENITIES	VISIONARY \$50,000+	INNOVATOR \$20,000+	CULTIVATOR \$10,000+	SUSTAINER \$5,000+	SEEDLING \$1,000+
GRATITUDE PLACEMENT in monthly e-newsletter					Name
RECOGNITION as research partner on external communications	Logo	Logo	Logo	Name	Name
GRATITUDE RECOGNITION on all donor publications YTD					
DONOR PROFILE & LOGO RECOGNITION on website			Logo only		
LOGO RECOGNITION in blog posts as research partner			Name		
QUARTERLY SOCIAL MEDIA acknowledgment as research partner			Name		
FEATURED PARTNER ARTICLE published on OFRF website and promoted via social media					
LOGO RECOGNITION on ofrf.org FAQ page and homepage					
TOP-TIER GENERAL SUPPORT RECOGNITION see general support slide for list of “Visionary” amenities					

**RESEARCH PROGRAM
PARTNER BENEFITS**



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-\$50,000+

METRICS:

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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 quarterly blog posts				name only	
QUARTERLY SOCIAL MEDIA acknowledgment			name only		
FEATURED PARTNER ARTICLE published on OFRF website and promoted via social media					
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			Additional Sponsorship Opportunity: SPROUT \$1,000 - 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					



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

\$2,000-\$20,000

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ABOUT THE FORUM

OFRF's 2020 Organic Agriculture Research Forum (OARF), which will take place in January of 2020 in conjunction with the Southern Sustainable Agriculture Working Group (SSAWG) Conference in Little Rock, Arkansas. Tuskegee University is also partnering with us on the forum to share the latest organic farming and transitioning research and resources with growers.

Each year, OFRF hosts OARF in a different part of the U.S., targeting specific regions based on where there is need for organic research and strong regional partnerships. We chose the Southeast for our 2020 conference as it lags behind the rest of the nation in certified organic vegetable production, and there is a significant lack of information on organic agriculture practices and limited support from extension agents to encourage organic practices. There is enormous economic opportunity for small-scale organic producers in this region.

OFRF's day-long forum will provide a unique opportunity for a wide range of stakeholders in the Southeast to express their views on the constraints to expanding organic agriculture in this region. The forum will include research talks, a juried poster session, and interactive round table discussions. In addition to the forum, we will also host a focus group with organic farmers at the SSAWG conference to capture farmer-identified research needs and ensure they are prioritized by extension agents and researchers. By hosting the interactive forum and focus group at the robustly attended SSAWG conference, we hope to build capacity and champions for organic farming in the Southeast.

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.

Sponsorships \$2,000 - \$10,000

AMENITIES VARY based on level of forum sponsorship (please reference sponsor levels).



FORUM SPONSOR LEVELS

	PRESENTING SPONSOR \$10,000	SUPPORTING SPONSOR \$5,000+	CONTRIBUTING SPONSOR \$2,000+
EVENT PROMOTION	Large logo w/ link to partner website on all digital event materials: monthly e-newsletter, event promo emails, & related social media posts.	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 with special gratitude message on all printed materials: <ul style="list-style-type: none">- Forum and poster session programs- Listening session guide- Event signage	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	At Forum, Poster Session, and Listening Session	At Forum	

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



WEBINAR SPONSORSHIPS

OFRF Webinars educate farmers nationwide about how to implement organic farming practices and the scientifically based tools known to build soil health.



WEBINAR SPONSORS

\$2,000-\$7,500

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100+ **PERSON AVERAGE GROWTH** / quarter
10,000 **DOWNLOADS** / year

An average of 800+ farmers and agriculture service providers have registered for our bi-monthly webinar series on soil health. Sponsor one or four of the 2018 webinars.

PRESENTING SPONSOR \$7,500 / 4 WEBINARS

ONLY 1 PARTNERSHIP OPPORTUNITY available at this level.

LOGO included on:

- All e-newsletter announcements of the webinars
- On webinar's opening and conclusion page
- Includes logo on separate page of the webinar
- Continued brand impressions: archive of webinar viewable any time

TEXT RECOGNITION during the webinar

VERBAL RECOGNITION of your company name by the presenter

SOCIAL MEDIA POST featuring sponsor

OPPORTUNITY TO CO-POST OFRF's impact stories

SUPPORTING SPONSORS \$2,000 / 1 WEBINAR

ONLY 9 PARTNERSHIP OPPORTUNITIES available at this level.

TEXT RECOGNITION during the webinar

LOGO included on:

- All e-newsletter announcements of the webinars
- Continued brand impressions: archive of webinar viewable any time
- Includes logo on separate page of the webinar

A close-up photograph of a person's hands, palms up, holding a large quantity of yellow corn kernels. The kernels are bright yellow with some white hulls still attached. The hands are weathered and positioned centrally. The background is a blurred field of dry, golden-brown straw or hay, suggesting an agricultural setting.

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+

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)



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THANK YOU TO OUR SUPPORTERS

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



patagonia[®]



OGEE



New Hope[®]
NETWORK[™]



Driscoll's
Only the Finest Berries[™]

MegaFood[®]
Fresh From Farm To Tablet[™]



LET'S PARTNER!

Call or email:

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