



**ORGANIC FARMERS
ASSOCIATION**

SPONSORSHIP OPPORTUNITIES

**TO SPONSOR, PLEASE CONTACT
KATE MENDENHALL, DIRECTOR
KATE@ORGANICFARMERSASSOCIATION.ORG
202-643-5363**

A STRONG NATIONAL VOICE

Organic Farmers Association is a national membership organization for certified organic farmers, farm organizations, and supporters. We provide a strong and unified voice advocating for the priorities of certified organic farmers and helping organic farmers succeed.

FOR FARMERS, BY FARMERS

We work closely with state, regional and national organic farming organizations, but only certified organic farmers have a vote to set our policy positions. This farmer control, gives OFA authenticity to represent and protect the interests of organic growers nationwide.

ONE FARM, ONE VOTE

Our membership structure emphasizes equality among organic farms. No matter the size of the operation, certified organic farmer members have an equal say in determining policy.

POLICY IS OUR PRIORITY

Government policy impacts every step of an organic operation from farm to market, yet farmers rarely have the time to make their voice heard in DC. OFA makes sure the most pressing policy concerns of organic farmers are heard loud and clear in the halls of Congress and USDA.

Organic farmers set the policy priorities for OFA annually through a grassroots process. Our work authentically represents farmers' concerns at the national level.

SPONSORSHIP

Support of Organic Farmers Association helps farmers across the country to thrive. Successful organic farmers are essential for a strong national organic market based on principles of high integrity.

Learn more at

OrganicFarmersAssociation.org

SPONSORSHIP LEVELS

& BENEFITS

\$5,000+

- Full Page Ad in OFA Coupon Book (\$2,000 value) with Priority Placement
- Opportunity to offer Promos to members
- Guest Blog opportunity
- Recognition at Annual Reception
- Logo on Annual Reception promo
- Logo on OFA website -Priority placement
- Logo on emails to U.S. organic farmers
- Logo on monthly e-news
- OFA Organization membership

\$2,500-\$4,999

- Full Page Ad in OFA Coupon Book (\$2,000 value)
- Opportunity to offer promos to members
- Recognition at Annual Reception
- Logo on Annual Reception promo
- Logo on OFA website sponsor page
- Logo on emails to U.S. certified organic
- Logo on monthly e-news
- OFA Organization membership

\$1,500-\$2,499

- Half Page Ad in OFA Coupon Book (\$1,500 value)
- Opportunity to offer promos to members
- Logo on OFA website sponsor page
- OFA Organization membership

\$500-\$1,499

- Sixth Page Ad in OFA Coupon Book (\$500 value)
- Opportunity to offer promos to members
- Logo on OFA website sponsor page
- OFA Organization membership



**INCREASE
TRAFFIC
TO YOUR
BUSINESS**



2021 OFA COUPON BOOK BUSINESSES THAT SUPPORT YOUR SUCCESS

OFA CORPORATE PARTNER & SPONSOR PROMOTION BOOK

OFA sponsors offer exclusive discounts to OFA members in 2021. Promotional details are outlined below.

OFA 2021 corporate partners & sponsors have a new opportunity to advertise with and drive business to a national pool of organic farmers.

Certified Organic Farmers look to OFA to represent them on national policy, educate them about policy issues that affect their farms and advocate for their interests on the hill.

Partner with OFA to support a strong voice for organic farmers & **drive business** to your target audience.

Only OFA sponsors will be eligible to advertise in the OFA Coupon Book and offer member discounts. The digital book will be sent to all certified organic farmers in the U.S. twice a year.

Together we will support a strong voice for organic farmers and grow strong organic farms.

WE VALUE YOUR SUPPORT.

Contact OFA Director for more details:
Kate@OrganicFarmersAssociation.org
202-643-5363

www.OrganicFarmersAssociation.org/Sponsor

ORGANIC SEED COMPANY

10% off 2021 orders.
Promotion code: PLANT2021
OrganicSeed.com

TRACTORS & TOOLS CO.

One-time discount of 10% off any model tractor (does not include attachments).
TractorTools.com

HAND TOOL COMPANY

10% off the XXX line of tools.
Promotion code: Tool2021
HandTools.com

CROP CONSULTING SERVICES

One free 60 minute crop consultancy session.
CCSfarmers.com

FARMER GEAR

10% off one purchase with
promotion code: WorkWear2021

FARM BOOTS

20% discount on one pair of boots in 2021.
Promotion code: OFABoots

IRRIGATION CO.

10% discount. Promotion code: Water2021
www.cropirrigation.com

OFA COUPON BOOK AD SPECS

TIPS:

- JPG, PNG, and TIFF files accepted.
- Ads can be full-color.
- The live (or safe area) should be .25" inside the trim. Please make sure text and other critical parts of your design are in the safe area.
- Please avoid borders.

SIZES

FULL PAGE

- (no bleed) 8.25" w x 10.75" h

HALF PAGE

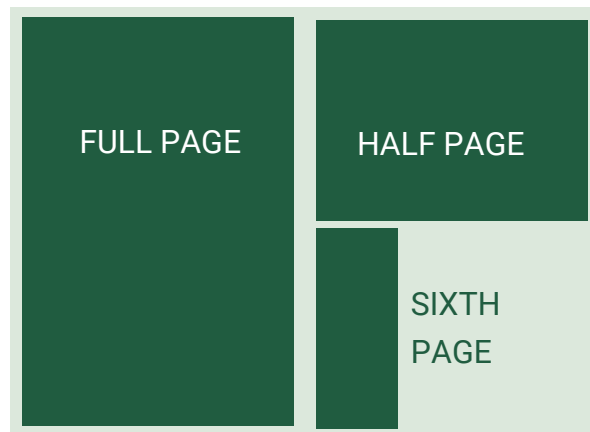
- (no bleed; horizontal only) 7.25" w x 4.625" h

SIXTH PAGE

- (no bleed; vertical only) 2.25" w x 4.625" h



**ORGANIC FARMERS
ASSOCIATION**



DEADLINES

AD COMMITMENT

JAN 15, 2021

AD MATERIALS DUE

FEB 1, 2021

ISSUE EMAIL & WEB POSTED

FIRST WEEK OF MARCH & JUNE

AD SUBMISSION

Ads may be sent to OFA at
Ads@OrganicFarmersAssociation.org
202-643-5363

TO SPONSOR, Please contact Kate Mendenhall at
Kate@OrganicFarmersAssociation.org



Business Name _____

Address _____

City _____ State _____ Zip _____

Company Website _____

Primary Contact Name _____

Primary Contact Phone (mobile/ other) _____ Primary Contact Email _____

Billing Contact (Name) _____ Billing Email _____

Additional Contact (Name) _____ Email _____

Sponsorship Levels & Benefits

(more detailed information available at OrganicFarmersAssociation.org/Sponsor)

\$5,000 +

- Highest priority placement in OFA Coupon Book
- Opportunity to offer incentives to OFA members
- Guest Blog Opportunity
- Recognition at Annual Reception
- Logo on Annual Reception Promo
- Logo on OFA website sponsor page-Priority placement
- Logo on emails to all certified organic farmers
- Logo on monthly emails to OFA members
- OFA Organization membership

\$2,500- \$4,999

- Priority placement in OFA Coupon Book
- Opportunity to offer incentives to OFA members
- Recognition at Annual Reception
- Logo on Annual Reception Promo
- Logo on OFA website sponsor page
- Logo on emails to all certified organic farmers
- Logo on monthly emails to OFA members
- OFA Organization membership

\$1,500- \$2,499

- Placement in OFA Coupon Book
- Opportunity to offer incentives to OFA members
- Logo on OFA website sponsor page
- OFA Organization membership

\$500 -\$1,499

- Placement in OFA Coupon Book
- Opportunity to offer incentives to OFA members
- Logo on OFA website sponsor page
- OFA Organization membership

PAYMENT

Total Amount = \$ _____

Please send me an invoice in 2021

Check or money order enclosed. (Please make checks payable to **ORGANIC FARMERS ASSOCIATION.**)

Credit card

Name on card _____ CC# _____ Exp ____/____ CVV# _____

Billing Address _____

MAIL TO: Organic Farmers Association, PO Box 709, Spirit Lake, IA 51360

WWW.ORGANICFARMERSASSOCIATION.ORG