

ENGAGE LEADERS IN THE LOCAL FOOD MOVEMENT



VIRTUAL CONFERENCE EXPERIENCE

This year's virtual conference will utilize a premier virtual platform to bring live webcasts, networking sessions, social gatherings, and interactive exhibits to hundreds of attendees across the Southeast.

The virtual experience connects attendees, presenters, sponsors, and exhibitors in a professional, fun, and user-friendly web and phone app-based platform.

More than 45 live webcasts will be offered on timely topics such as:

- marketing & driving digital sales
- on-farm food safety, GAP, and COVID-19
- farmer health & well-being
- rebuilding an equitable food system
- beginning farmer resources
- farm labor & apprenticeship programs
- policy & food council issues
- livestock and local meat
- fruit production & small-scale permaculture
- soil health & no-till techniques

CONNECT WITH OUR NETWORK



176,500 UNIQUE WEBSITE VISITORS
22,000 SOCIAL MEDIA FOLLOWERS
16,000 PEOPLE RECEIVE OUR EMAILS
8,000 PEOPLE RECEIVE PRINTED
CONFERENCE MATERIALS IN THE MAIL

MAKE THE MOST OF THE VIRTUAL CONFERENCE EXPERIENCE

By becoming a sponsor or exhibitor of Carolina Farm Stewardship Association's 35th Sustainable Agriculture Conference, you will be able to connect directly with hundreds of leaders who are changing our food system throughout the Southeastern U.S. and beyond through our virtual conference experience.

CREATE AUTHENTIC CONNECTIONS

This year, we're excited to be taking CFSA's Sustainable Agriculture Conference virtual through our partnership with Socio, an event technology company that helps organizations of every size optimize their events. Through their phone app and web platform, Socio provides an easy to use virtual conference experience that drives authentic connections and helps sponsors get to know more attendees in a shorter amount of time.

Sponsors will have early access to the platform to complete their booth setup, create their company teams, and set up their user profiles before attendees are invited to join. The CFSA team will be available to assist with building out your profile or exhibitor booth. When the conference begins, the action is all in the platform. Attendees can easily switch between the web based platform and the phone app throughout the conference. Up to three concurrent tracks of webinars will be streamed, and recordings will be immediately available for on-demand viewing. Live chats will be active, and attendees can schedule private meetings, visit sponsor pages and exhibitor booths, participate in round table discussions, and make plans to connect during a variety of virtual networking opportunities within the platform.

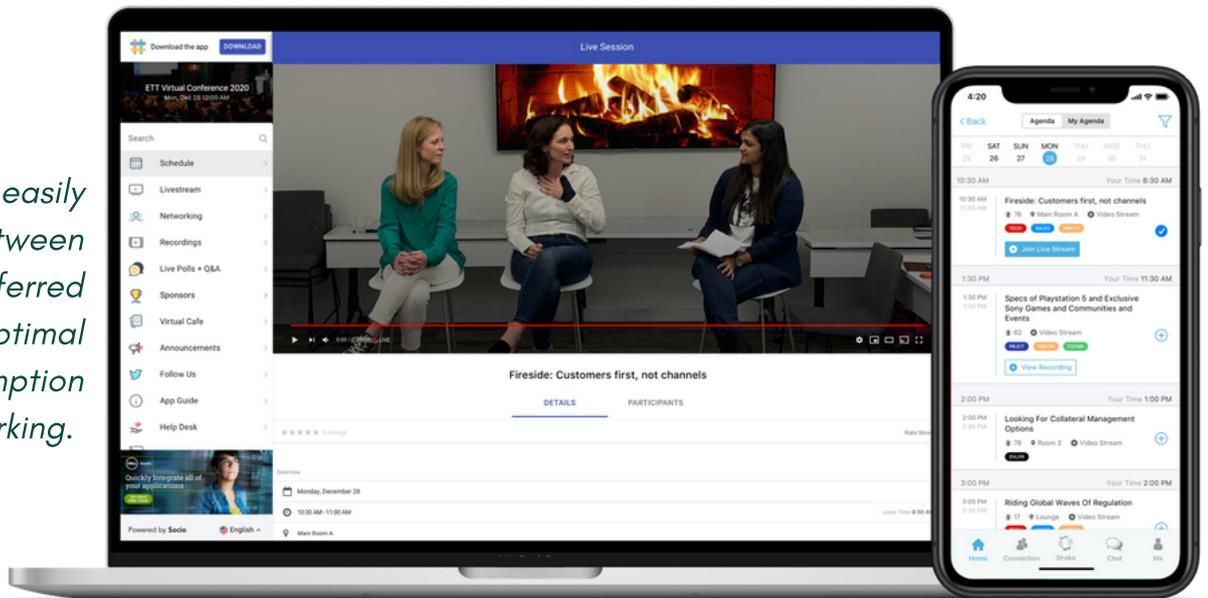
PLATFORM FEATURES FOR SPONSORS

- A sponsor profile that allows attendees to easily access your website, watch promotional videos, and download special offers or documents
- Direct and group messaging with attendees within the phone app
- The ability to schedule meetings with attendees within the phone app
- A private social network within the phone app, which offers the ability to post pictures, comments, and like discussion threads within the wall
- Push notifications, which encourage attendees to check out your sponsor profile and connect with your team
- In app surveys which allow you to collect real-time insights about attendees
- Year-long access to the platform, attendees and recordings after the event
- So much more!

CONFERENCE WEB PLATFORM FEATURES

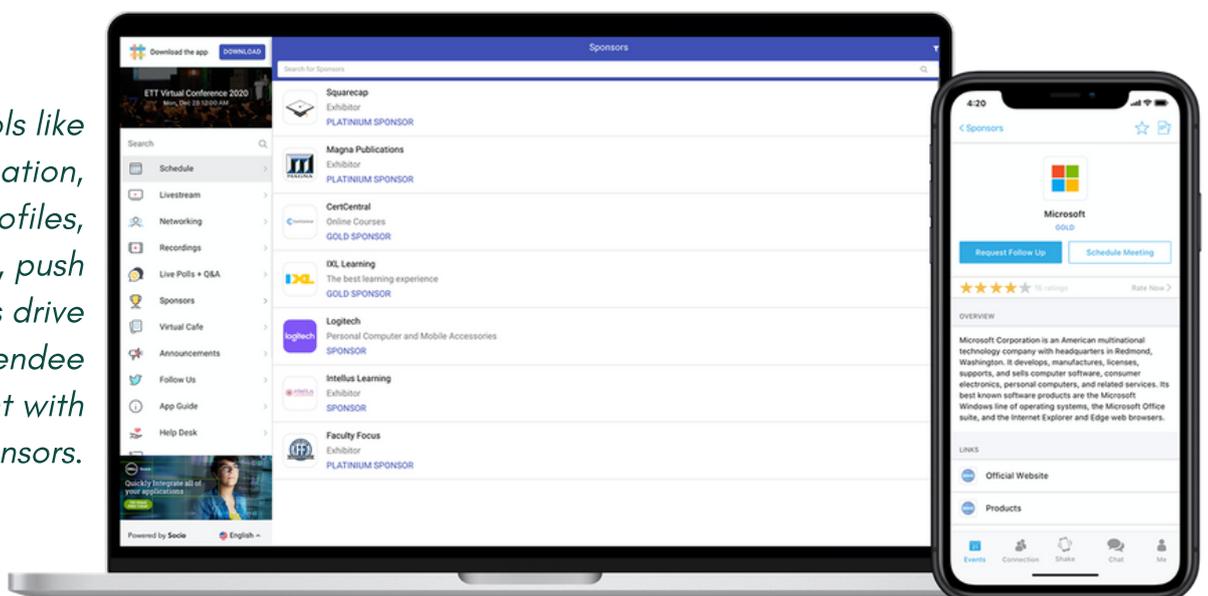
Socio's web platform is a read-only web-based version of their Android and iPhone event apps. It's designed to function across any device with a browser. This is a great solution for users who want to use a laptop, tablet, or simply do not have an Android or iPhone device.

Users can easily toggle between their preferred devices for optimal video consumption and networking.



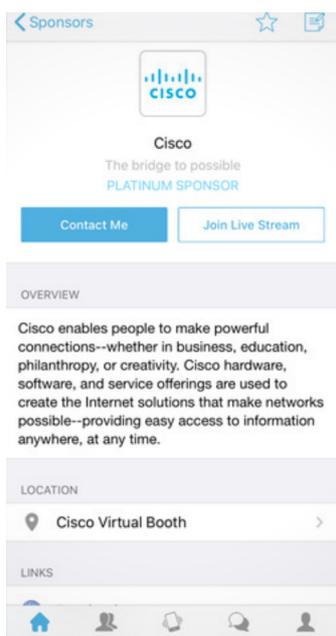
The web platform contains all of the features that can be found in the mobile phone app (Agenda, Attendees, Announcements, Sponsors, Speakers, Maps, etc.) Personal features include creating a My Agenda, bookmarking, and taking notes on speakers and sponsors.

Powerful tools like gamification, sponsor profiles, banner ads, push notifications drive attendee engagement with event sponsors.



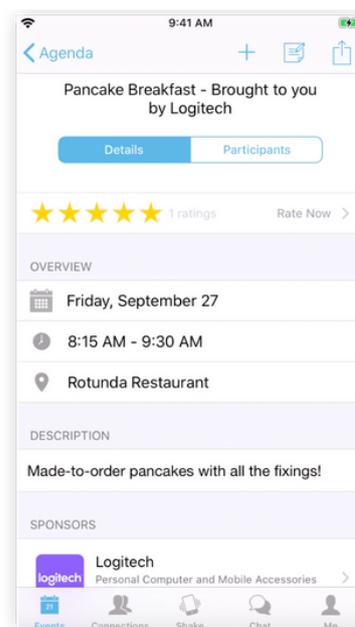
CONFERENCE PHONE APP SPONSOR FEATURES

PROFILE PAGE



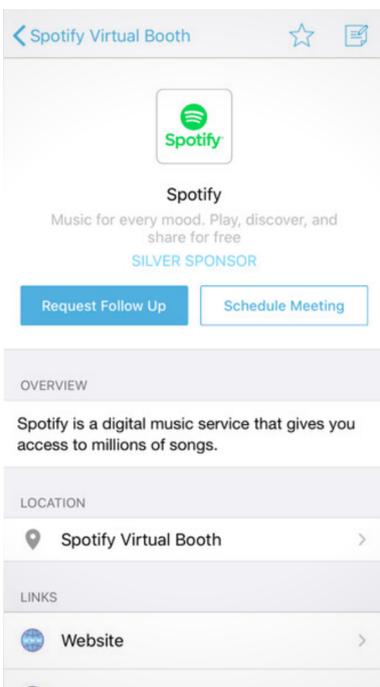
Sponsor profile pages provide opportunities to connect with attendees and help them get to know your brand. Add your logo, photos, company overview, links, and more. Use this page to set up future meetings with attendees and connect them to your company's social media platforms and website.

SPONSORED SESSIONS



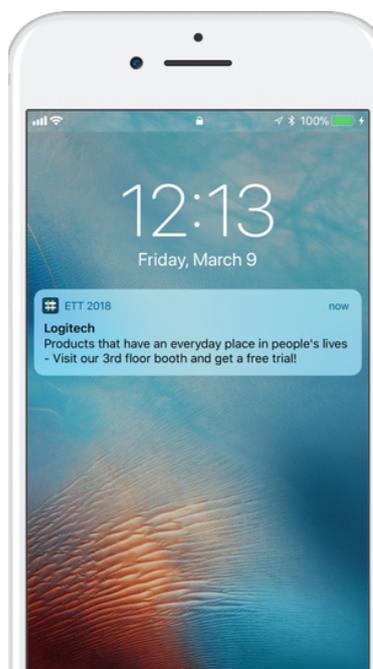
Adding "brought to you by" to any of the session titles or descriptions can make your brand stand out! We will be able to link directly to your sponsor page or website so attendees can get to know your company better.

CALLS TO ACTION



The attendee "calls to action" section in your sponsor profile is an excellent way to boost attendee engagement with your brand. You can add buttons for attendees to "request follow up", "schedule meeting", or this could be a link to anything (your company's website, a webinar, demo video...the options are endless)!

PUSH NOTIFICATIONS



Push Notifications can be used to drive traffic directly to your company's website, special deals you are offering, or just be used as a tool to increase attendee awareness of your brand. These can be sent out before, during, and after the event.

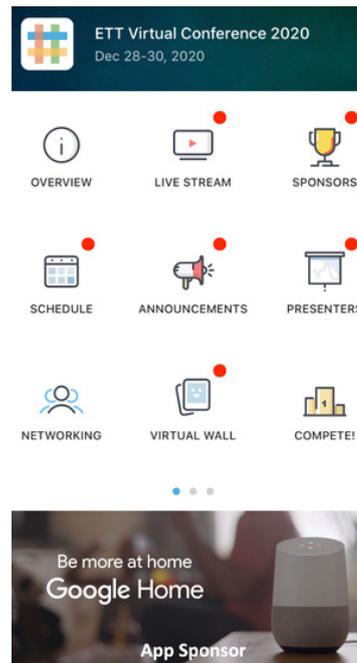
CONFERENCE PHONE APP SPONSOR FEATURES

SPLASH SCREEN

BANNER ADS



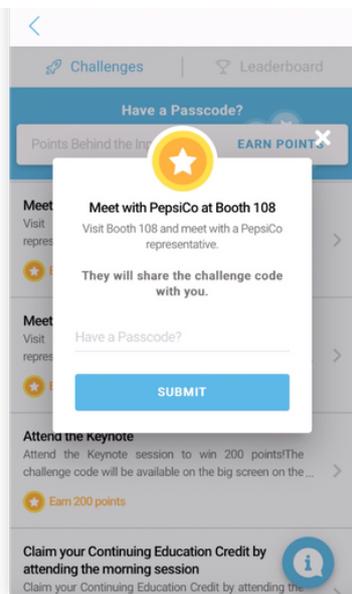
The splash screen is a temporary image that appears while the app is loading. This feature is an excellent way to ensure that each attendee becomes familiar with your brand throughout the duration of the conference since they will see this screen each time they open the conference app on their phone.



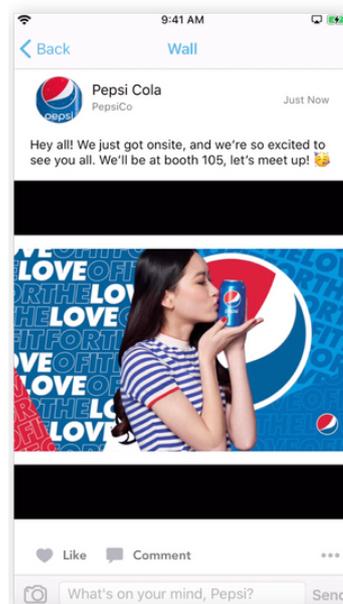
Banner ads provide a high level of visibility to sponsors, right on the app home screen! Sponsors can run ads that link to their website, a landing page, or their profile inside of the conference app.

EVENT GAMES

WALL POSTS



Sponsored event games inspire attendees to take action! Throughout the event, attendees participate in challenges that drive sponsor and exhibitor engagement, survey participation, session attendance, and more! Leaderboards showcase individual accomplishments, such as who has made the most connections and overall score. Sponsored prizes are given out to winners at the end of the event.



Posting on the community wall is a great way to increase excitement leading up to your event and get attendees invested in your brand. This is also a more organic way to showcase your company, as it is mixed in with posts from attendees.



SPONSOR LEVELS



Sponsorships are not limited to the packages outlined in the following pages. We are eager to help customize a sponsorship package that gives your company the highest value and adds to the attendee experience.

SPONSOR LEVELS

SUSTAINER

\$10,000

VIRTUAL CONFERENCE

- Branded phone app splash screen (image that appears as the app loads)
- Branded welcome video tour of the virtual conference app/web platform
- Headliner banner ad on home page of the phone app/web platform
- An exclusive, dedicated feature icon on the phone app/web platform, which can link to a website, landing page, or virtual exhibitor booth
- Three sponsored sessions - title includes "brought to you by sponsor" with an internal link to sponsor's profile, logo, and name in Zoom waiting room before session
- Three pre-session video commercials
- Phone app/web platform push notification to all attendees "from" sponsor (drives traffic to your website, sponsor page or virtual exhibitor booth)
- Sponsor page, which includes fully customizable sponsor buttons, such as "call to action", "request a follow up", or "schedule a meeting"
- Three sponsored community wall posts within conference app/web platform
- Five complimentary registrations for the virtual conference
- Exhibitor booth

OUTREACH

- Sponsor logo recognition on attendee registration page
- Sponsor logo recognition in all conference email promotions
- Sponsor logo recognition in all printed conference promotions
- Sponsor recognition in all conference press releases
- One sponsored social media post on Facebook, Instagram, and Twitter
- Featured sponsor logo link on CFSA's website
- Sponsor recognition in CFSA's Impact Report
- Full-page ad in the digital conference program

SPONSOR LEVELS

HARVESTER

\$5,000

VIRTUAL CONFERENCE

- Banner ad on home page of the virtual conference phone app/web platform
- Two sponsored sessions - title includes "brought to you by sponsor" with an internal link to sponsor's profile, logo, and name in Zoom waiting room before session
- Two pre-session video commercials
- Phone app/web platform push notification to all attendees "from" sponsor (can drive traffic to your website, sponsor page or virtual exhibitor booth)
- Sponsor page, which includes fully customizable sponsor buttons, such as "call to action", "request a follow up", or "schedule a meeting"
- Two sponsored community wall posts within the conference app/web platform
- Three complimentary registrations for the virtual conference
- Exhibitor booth

OUTREACH

- Sponsor logo recognition on attendee registration page
- Sponsor logo recognition in all conference email promotions
- Sponsor logo recognition in all printed conference promotions
- One sponsored social media post on Facebook, Instagram, and Twitter
- Sponsor recognition in all conference press releases
- Sponsor recognition in CFSA's Impact Report
- Prominent sponsor logo link on CFSA's conference webpage
- Half-page ad in the digital conference program

SPONSOR LEVELS

SEED SOWER

\$2,500

VIRTUAL CONFERENCE

- Banner ad on home page of the virtual conference phone app/web platform
- One sponsored session - title includes "brought to you by sponsor" with an internal link to sponsor's profile, logo, and name in Zoom waiting room before session
- One pre-session video commercial
- Phone app/web platform push notification to all attendees "from" sponsor (can drive traffic to your website, sponsor page or virtual exhibitor booth)
- Sponsor page, which includes fully customizable sponsor buttons, such as "call to action", "request a follow up", or "schedule a meeting"
- Two sponsored community wall posts within the conference app/web platform
- Two complimentary registrations for the virtual conference
- Exhibitor booth

OUTREACH

- Sponsor logo recognition on attendee registration page
- Sponsor logo recognition in all conference email promotions
- Sponsor logo recognition in all printed conference promotions
- One sponsored social media post on Facebook, Instagram, and Twitter
- Sponsor recognition in CFSA's Impact Report
- Sponsor logo link on CFSA's conference webpage
- Quarter-page ad in the digital conference program

SPONSOR LEVELS

POLLINATOR

\$1,000

VIRTUAL CONFERENCE

- One sponsored session – title includes “brought to you by *sponsor*” with an internal link to sponsor's profile, logo, and name in Zoom waiting room before session
- Sponsor page, which includes fully customizable sponsor buttons, such as “call to action”, “request a follow up”, or “schedule a meeting”
- One sponsored community wall post within the conference app/web platform
- One complimentary registration for virtual conference
- Exhibitor booth

OUTREACH

- Sponsor logo recognition in conference email promotions
- Sponsor logo recognition in all printed conference promotions
- Sponsor logo placement on CFSA's conference webpage
- Sponsor recognition in CFSA's Impact Report
- Eighth-page ad in the digital conference program

A-LA-CARTE SPONSOR OPPORTUNITIES

A-la-carte opportunities provide your company with the ability to create a sponsorship package that best fits your needs. They can be added onto an existing sponsor level or purchased alone. All a-la-carte sponsors (except for push notifications) will receive a sponsor page during the virtual conference as well as a listing on the conference webpage and in the digital conference program.

- **Sponsored Coffee Breaks** (4 available)..... **\$750**
 - Virtual coffee breaks are a fun way to help attendees get to know one another over a cup of coffee from the comfort of their own home. This opportunity includes a "brought to you by" (your company name and logo) as well as a pre-recorded commercial that promotes your company, brand, or a particular product before the break starts.
- **Sponsored Virtual Happy Hour** (limited availability)..... **\$750**
 - Your company can help attendees relax, unwind and have some fun during themed happy hours throughout the event. This opportunity includes a "brought to you by" (your company name and logo) as well as a pre-recorded commercial that promotes your company, brand, or a particular product before the break starts.
- **Sponsor Product/Service Demonstration** (limited availability)..... **\$500**
 - This is your chance to demo your product or service in front of attendees during a scheduled sponsor demonstration session! Attendees will have the opportunity to ask questions and immediately access your online store to purchase items after the demonstration ends.
- **Virtual Conference Event Game Sponsor** (limited availability)..... **Variable**
 - Donate a product, gift certificate, subscription, or consulting service to be given to one lucky winner of the virtual event games each day of the conference! This opportunity includes a "brought to you by" (your company name.) Your company's name and logo will be also be featured in social media posts and emails leading up to the event.
- **Sponsored Kids' Activities** (limited availability)..... **\$350**
 - Sponsor fun activities for kids such as a virtual dance party, kids yoga, story time, and a livestream "Meet and Greet" with farm animals.
- **Sponsored Morning Yoga** (limited availability)..... **\$200**
 - Help our attendees get the day started off on the right foot with some guided morning yoga. This opportunity includes a "brought to you by" (your company name and logo.)
- **Sponsored Guided Stretch Break** (limited availability)..... **\$100**
 - Help attendees relieve stress and tension between sessions with guided stretching breaks throughout the conference. This opportunity includes a "brought to you by" (your company name and logo.)
- **Sponsor Push Notifications** (5 available)..... **\$50**
 - Phone app and web platform notification sent to all attendees, directing them to your profile, video ad, website, etc. Can be targeted to certain attendees. Only for sponsors.

EXHIBITOR OPPORTUNITIES

VIRTUAL EXHIBITOR BOOTH

\$250

\$230 Non Profit

VIRTUAL EXHIBITOR BOOTH INCLUDING:

- Photos
- Link to pre-recorded video ad
- In-app messaging to attendees
- Ability to offer digital coupons/discounts
- Ability to explore attendee profiles
- Ability to post to public bulletin board
- Live chat with attendees through Zoom link
- One complimentary virtual conference registration
- Live polling and Q&A with attendees through Zoom link
- Ability to survey attendees through link in exhibitor booth
- Scheduled time for attendees to visit exhibitor booths
- Inclusion in virtual challenges which encourage attendees to visit exhibitor booths regularly
- Ability to upload conference materials (e.g., brochures, PDFs)
- Lead retrieval through Call to Action buttons in exhibitor booth
- Ability to share links to company website and social media accounts

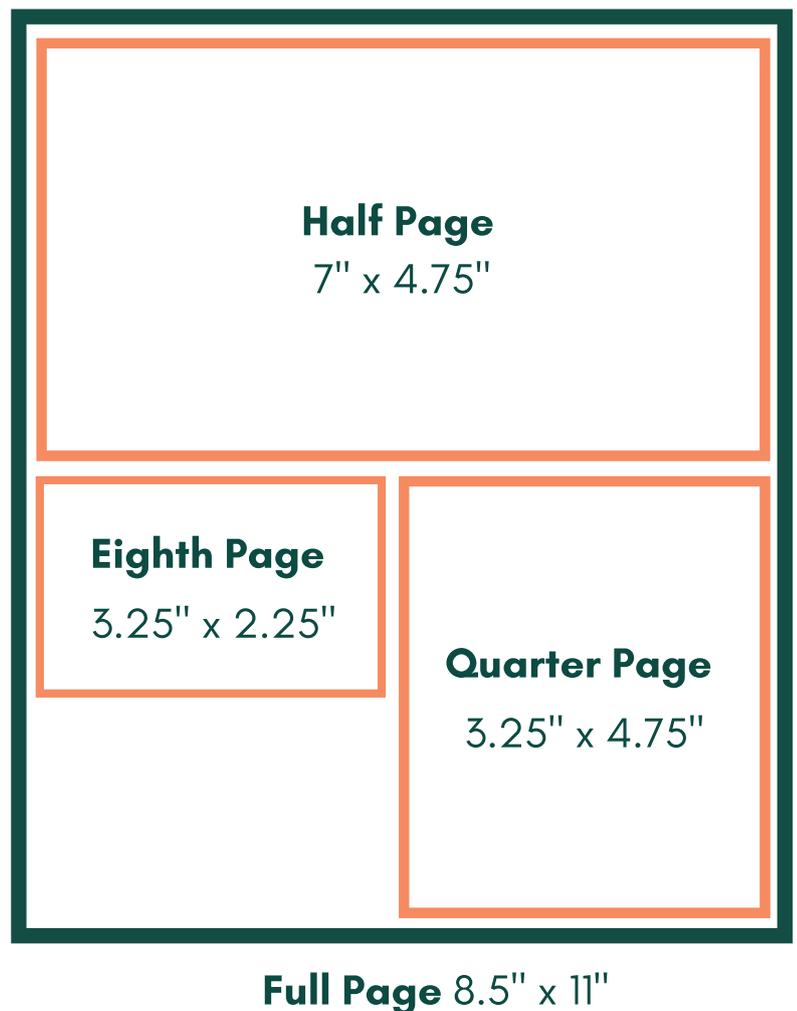
ADVERTISE WITH US

DIGITAL CONFERENCE PROGRAM

This year we are going digital with our conference program! Our hundreds of attendees including farmers, policy makers, ag educators, gardeners, homesteaders, and local food enthusiasts will receive this comprehensive guide to the conference which includes the schedule of events, program descriptions, speaker bios and more.

The digital conference program will be widely distributed among our 16,000 email subscribers and 22,000 social media followers, making it an ideal advertising platform.

Size	Cost
Full Page	\$300
Half Page	\$200
Quarter Page	\$100
Eighth Page	\$50



File specifications: Accepted file types are .eps and .png. (if sending a PNG file, it must be 300 DPI or 1000px wide.) All ads will be published in black and white to maintain branding consistency. If possible, please send files that are black and white, otherwise our team is happy to convert them to black and white for you.

ALL ADVERTISEMENTS MUST BE SUBMITTED BY 9/1

35th

Sustainable



Agriculture



Conference



CAROLINA FARM
STEWARDSHIP ASSOCIATION

SPECIAL SPONSOR BENEFIT

BUSINESS MEMBERSHIP

One-year complimentary business memberships to CFSA will be granted to all sponsors \$1,000 and higher.

Business members will be listed on the CFSA Business Directory web page with a description of your business and a link to your website.

BENEFITS INCLUDE

- Event discounts
- Early invite to sponsor and exhibit
- Web calendar listings
- Membership directory
- Voting privileges at our annual meeting
- Listserv to network with members
- Job board posting, a \$60 value
- Window cling for storefront

SPONSOR & EXHIBITOR DEADLINES

TUESDAY, SEPTEMBER 1ST, 2020

All Advertisements Due for Digital Conference Program

TUESDAY, SEPTEMBER 15TH, 2020

Guaranteed Listing in Digital Conference Program

WEDNESDAY, OCTOBER 21ST, 2020

Final Day to Submit Sponsor / Exhibitor Contract

SPONSOR & EXHIBITOR PAYMENT TERMS

All contract payments are due 30 days from signed contract. Accounts not paid by December 1st are subject to a 1.5% monthly finance charge.

PAYMENT OPTIONS

Click on one of the three hyperlink payment options below to become a sponsor:

[MAIL A CHECK](#)



[PAY ONLINE](#)



[INVOICE ME](#)

QUESTIONS?

Contact Katie Murray for more information.
919-675-1808 | kmurray@carolinafarmstewards.org