

Open Farm Day seeks support from friends of farms!

Cornell Cooperative Extension (CCE) of Madison County’s Agriculture Economic Development (AED) program is happy to announce that **2020 Open Farm Day to be held July 25, 2020!** Open Farm Day is a well-established summer tradition in Madison County, and last year attracted **6,500+ visitors from different cities and towns all around the country** to visit 38 farms in the county. The fantastic success that Open Farm Day enjoys would not be possible without the generous funding support from local businesses and organizations such as your own. Contributions allow CCE Madison to carry out an extensive marketing strategy, gaining wide-spread exposure for Madison County farms and our sponsors alike. Highlights from our marketing campaign for our sponsors include:

- Advertising in **15,000 printed passports** distributed through CNY newspapers and area Price Choppers
- Logo placement on **Open Farm Day Website compatible with mobile phones**
- Placement on **online sponsors map** to attract customers to your business
- Acknowledgement on **active Facebook account with over 2,500 followers and 2,400 likes**
- Open Farm Day advertisements on digital ads throughout upstate NY, print articles via the in multiple local newspapers, and social media. Combined, these publications **reach over 88,000 readers** throughout a **5 county region** in Central NY
- A Certificate of Appreciation from Open Farm Day to your business to be hung in the months before Open Farm Day. This will let everyone know that you are a proud contributor!

Open Farm Day brings return clientele to Madison County farms and businesses, attracts new visitors to the area each year, and promises to be an all-around good time! In an effort to keep Open Farm Day free to the public and accessible to all Central New York residents, please consider making your contribution in the form of one of our sponsorship levels below:

	Seeds \$125	Soil \$250	Water \$500	Sprouts \$1,000	Sunshine \$2,000
Placement in Open Farm Day Passport	Logo placement	1/8 page ad (business card size) and logo placement	¼ page ad and logo placement	½ page ad and logo placement	Full page ad and logo placement
Placement of your business on online sponsor page	✓	✓	✓	✓	✓
Opportunity to place materials in Open Farm Day giveaway bag		✓	✓	✓	✓
Logo Placement on Open Farm Day giveaway bags				✓	✓
Digital Banner on Open Farm Day website				✓	✓
Logo placement on all Open Farm Day promotional materials including newspaper ads and logo on Open Farm Day Passport cover					✓

1. **Sunshine** \$2000; includes:
 - a. Full page ad (7.5" x 10") and logo in the Open Farm Day Passport
 - b. Full color logo on ALL Open Farm Day marketing materials:
 - i. Prominent logo on 2020 Open Farm Day giveaway
 - ii. All online ads available on Open Farm Day website
 - iii. Logo placement on print ads
 - iv. Logo on Open Farm Day postcard and poster
 - c. Placement of your business on map of Open Farm Day sponsors
 - d. Opportunity to place promotional materials in Open Farm Day giveaway bag
2. **Sprouts** \$1000; includes:
 - a. 1/2 page ad (7.5" x 5") and logo in the Open Farm Day Passport
 - b. Logo on 2020 Open Farm Day giveaway
 - c. Online ad banner on Open Farm Day website
 - d. Placement of your business on map of Open Farm Day sponsors
 - e. Opportunity to place promotional materials in Open Farm Day giveaway bag
3. **Water** \$500; includes:
 - a. 1/4 page ad (3.75" x 5") and logo in the Open Farm Day Passport
 - b. Placement of your business on map of Open Farm Day sponsors
 - c. Opportunity to place promotional materials in Open Farm Day giveaway bag
4. **Soil** \$250; includes:
 - a. 1/8 page ad (3.75" x 2.5") and logo in the Open Farm Day Passport
 - b. Placement of your business on map of Open Farm Day sponsors
 - c. Opportunity to place promotional materials in Open Farm Day giveaway bag
5. **Seeds** \$125 includes:
 - a. Logo placement in the Open Farm Day passport
 - b. Placement of your business on online map of Open Farm Day sponsors

DEADLINE TO SIGN UP TO BE A SPONSOR:

Please sign and return completed form to: AED, P.O. Box 1209, Morrisville, NY 13408, or contact Myron Thurston with sponsor commitment at Myron.thurston@cornell.edu by **April 1, 2020**. Please contact us if you have any questions regarding graphic design.

Thank you again for your support of Open Farm Day and local agriculture. Please do not hesitate to contact me with any questions.

Sincerely,



Myron Thurston III, MBA, CFRE

Cornell Cooperative Extension
Madison County

Agricultural Economic Development and Marketing Specialist
Myron.thurston@cornell.edu
315.684.3001 ext. 126



2020 Sponsorship Rates & Contract

Please select one of the following payment options: **check** **invoice**

Checks may be enclosed and made payable to:
CCE Madison County, PO Box 1209, Morrisville NY 13408

To be invoiced, please include a complete W9 form with this contract.

Name of Advertiser/Donor: _____

Street Address: _____

City/State/Zip: _____

Phone Number: _____

Email: _____

Sponsorship:

Sponsorship Package	Amount	Selection
Sunshine	\$2000	<input type="checkbox"/>
Sprouts	\$1000	<input type="checkbox"/>
Water	\$500	<input type="checkbox"/>
Soil	\$250	<input type="checkbox"/>
Seed	\$125	<input type="checkbox"/>
Donation (specify amount)	\$	<input type="checkbox"/>

Note: Rates are shown as net figures and will be billed as such. Sponsors/donors must email final logos/ads in .jpeg or .png format to tas264@cornell.edu by April 1, 2020

Advertiser Signature

Date

Tess Southern

Date