

Organic Land Care Program

The NOFA Organic Land Care Program reaches approx. 5000 highly targeted landscapers, landscape architects, and other land care professionals through digital media, social media, and live events throughout the year. Your new customers will come from our audiences following: the Annual Gathering (250), at Accreditation Courses (150/yr), Facebook (1070+ likes), Twitter (1240+ followers), via the eNewsletter (4000+), blog and websites (2200).



4-Day Training Course Sponsor \$500 Per Training / \$800 for Both

- Logo on students' packets
- 1 piece of your promo material in students' packets
- Ad on website & eNews for 3 months (150x180 pixels)
- Recognition on social media

Combined Sponsorship Two Trainings + Annual Gathering \$2000 (\$3600 value)

- 2 Training Course Sponsorships (\$1000)
- Gold Sponsorship for Annual Gathering (\$1000)
- 12 mo. of ads in our eNews and website (\$1600)

ONLINE OPTIONS

eNewsletter

top center banner (530x75)	\$150/mo; \$1500/year
sidebar premium (near top, 150x180)	\$100/mo; \$1000/year
sidebar below premium (near top, 150x180)	\$75/mo; \$800/year

OrganicLandCare.net

top center banner (530x75)	\$150/mo; \$1500/year
sidebar premium (near top, 150x180)	\$100/mo; \$1000/year
sidebar below premium (near top, 150x180)	\$75/mo; \$800/year

Annual Gathering of Accredited Pros

Each December, The NOFA OLC Program hosts an Annual Gathering focused on emerging science and issues pertinent to hundreds of NOFA's Accredited Organic Land Care Pros, gardeners, and conservationists.

This event is advertised widely to members & the public.

Average Attendees: 150 people

Gold Sponsor \$1000 (\$2065 value)

- 6' table in premium location \$250
- Verbal recognition at event \$50
- Recognition on social media \$50
- 2 minutes on the mic to promote
- Logo in OLC eNewsletter (through March) \$300
- Ad Space on OLC website (through March) \$300
- 4 event tickets with lunch \$440
- Logo on program front cover \$75
- Logo on Gathering webpage \$150
- Full-page ad in program \$300
- Q&A with sponsor published on blog, eNews, and social media \$150

Silver Sponsor \$500 (\$860 value)

- 6' table in premium location \$250
- Verbal recognition at event \$50
- Recognition on social media \$50
- 2 minutes on the mic to promote
- Logo in OLC eNewsletter (through March) \$300
- 2 event tickets with lunch \$220
- Logo on inside cover program \$50
- Logo on Gathering webpage \$150
- Half-page ad in program \$150

Vendor/Exhibitor

Business: \$250

Non-Profit: \$125

- 6' table in exhibitor/vendor space
- Name listed on website & program
- 1 event ticket with lunch
- 1 minute on the mic to promote your company to the audience