

2021 Virtual EFAO Conference CULTIVATING COMMON GROUND

November 29 - December 2, 2021

Gain exposure among people who are passionate about ecological farming and food.

The EFAO Conference draws farmers and supporters from across the food system for intensive learning, idea-sharing, networking and celebration. The conference, now in its eighth year, is a cornerstone to EFAO's work of creating practical and forward-thinking opportunities for farmer-to-farmer training and networking. We are excited to draw on the past year of online programming for our 2nd virtual conference experience. This year's conference will be thoughtfully designed to help farmers hone their craft, grow their business, and connect meaningfully with others to build a strong knowledge-sharing community.



You can expect:

- More than 20 live and pre-recorded sessions;
- Technical discussion sessions drawing from the incredible and diverse expertise in Ontario;
- NEW: virtual conference platform for networking;
- Multiple ways to connect and share with the ecological farming community.

Connect with EFAO's growing network.

This year's virtual conference will once again provide an opportunity for people to engage from across Ontario and beyond. EFAO's engaged and enthusiastic audience is wider than ever before, with:

- 8200+ social media followers
- 2700+ e-newsletter subscribers
- 650 members receiving quarterly print publication
- 500+ engaged conference attendees

Sponsorship Levels

	Platinum \$3000+	Gold \$1500	Silver \$500	Bronze \$250
Exclusive presenter of keynote speaker	✓	✗	✗	✗
1/4 page ad in EFAO's quarterly publication ¹ (\$230 value)	4 issues	3 issues	1 issue	✗
Conference bursaries offered in your name	4	3	1	✗
Number of conference passes (\$75 value each)	4	3	2	1
One year EFAO membership (\$75 value)	✓	✓	✓	✗
Recognition as sponsor of member meet-ups during the conference	3	2	1	✗
Recognition in E-news, publication and social media ²	✓	✓	Name only	✗
Recognition during all conference sessions	✓	✓	✓	✗
Full-page ad in printed conference brochure ³	✓	✓	✗	✗
Half-page ad in printed conference brochure ⁴	✗	✗	✓	✓
Logo included in all conference materials	✓	✓	✓	Name only
Recognition as sponsor of daytime session	✓	✓	✓	✓
Virtual info booth - meet participants face to face on Wonder	✓	✓	✓	✓
Gain exposure through the online Silent Auction	✓	✓	✓	✓

Sponsorship Notes

1. EFAO's quarterly publication Ecological Farming in Ontario has a distribution of approx. 650. Ad is full colour, 3.32" x 4.57".
2. Recognition includes sponsor logo and link to website and/or social media. Logos sized according to sponsorship level.
3. A full-page ad in the conference brochure is 4.75" wide x 7.2" high, printed in black and white. Ads due Nov. 1, 2021.
4. A half-page ad in the conference brochure is 4.75" wide x 3.6" high, printed in black and white. Ads due Nov. 1, 2021.

What is a "Virtual Info Booth"?

EFAO will be using innovative virtual platforms, including a virtual social space called [Wonder](#) to support social engagement and networking among conference participants.

Sponsors will be given the option of hosting a virtual "booth" in this social space, providing an opportunity to connect with participants. Where possible, sponsors can host their booths immediately following a related conference session, to encourage participant engagement.

This format is designed to be customized to each sponsor's availability and preferences. We look forward to working with you to tailor this experience to fit your needs.



"EFAO really went above and beyond to still foster conversation and connections between farmers even in this virtual space beyond what some in person conferences I've been to accomplish in person."

- 2020 virtual conference participant