

Open Farm Day seeks support from friends of farms!



Cornell Cooperative Extension (CCE) Madison County's Agriculture Economic Development (AED) program is happy to announce that **2022 Open Farm Day is to be held July 30, 2022!** Open Farm Day is a well-established summer tradition in Madison County, and in 2021 it attracted **3,500+ visitors from different cities and towns all over** to visit 19 farms in Madison 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 2500 followers**
- Open Farm Day advertisements on digital ads throughout upstate NY, print articles via multiple local newspapers, and additional acknowledgments on various marketing platforms, both print and online. 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 to one of the most popular events in Madison County!

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 \$1000	Sunshine \$2000
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 2022 Open Farm Day giveaway (shopping bag)
 - 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 2022 Open Farm Day giveaway (shopping bag)
 - 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: **Open Farm Day, P.O. Box 1209, Morrisville, NY 13408, or contact Melissa Davis with sponsor commitment via email at mld249@cornell.edu by April 8, 2022.**

Please direct graphic design questions and designs to Melissa Davis.

As we know the last year has made hosting such events difficult, our intent is to provide Open Farm Day 2022 fully in person. This will depend wholly on COVID-19 guidelines at the time of the event. **Thank you again for your support of Open Farm Day and local agriculture** and please do not hesitate to contact me with any and all questions you may have.

Sincerely, Melissa Davis

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