FARM AID 2020
An All Day Music & Homegrown Festival
With Willie Nelson & Family, Neil Young, John Mellencamp, Dave Matthews & More!
From Noon - 11 PM
About Farm Aid

Farm Aid’s mission is to build a vibrant, family-farm centered system of agriculture in America. Farm Aid helps farmers thrive, promotes good food from family farms and takes action to change the system of agriculture to benefit our farmers and eaters, soil and water.

Learn more!
https://www.farmaid.org/about-us
KEY NUMBERS FOR FARM AID 2019

25.4k Festivalgoers

17 Artist Performances

25.4k People eating HOMEGROWN Concessions®

43 HOMEGROWN Village Experiences

1,974,871,760 Media Impressions
FESTIVALGOER DEMOGRAPHICS
FARM AID 2019 SURVEY

**Age Groups**
- 18-24: 23.1%
- 25-34: 32%
- 35-44: 9.1%
- 45-54: 6.7%
- 55-64: 1%
- 65+: 25.5%

**Ticket Purchaser Data**
- Female: 67%
- Male: 31%
- Neutral: 2%

**Very Likely to Purchase Product from Farm Aid Sponsors**
- 86%

**55% of Festivalgoers Have a Household Income Greater than $75K**
YOU’RE IN GOOD COMPANY WITH PAST FARM AID SPONSORS
Farm Aid board members Willie Nelson, Neil Young, John Mellencamp and Dave Matthews, joined by more than a dozen artists each year, all generously donate their performances for a full day of music.

Farm Aid artists speak up with farmers at the press event on the morning of the festival which is attended by 200+ members of the media.

Farm Aid artists join farmers throughout the day on the FarmYard stage in the HOMEGROWN Village to discuss food and farming.

https://www.farmaid.org/festival/lineup
Marketing Benefits & Reach

FARM AID PROVIDES AN EXCELLENT OPPORTUNITY FOR SPONSORS TO ASSOCIATE WITH AMERICA’S LONGEST-RUNNING MUSIC EVENT WITH A MISSION.

FARM AID BRINGS TOGETHER FARMERS, ARTISTS, EATERS, MUSIC FANS AND DONORS TO TAKE ACTION AND TO CELEBRATE FAMILY FARMS.
SPONSORSHIP REACH

FARM AID 2020 PROVIDES AN EXCELLENT OPPORTUNITY FOR SPONSORS TO REACH AN ENGAGED AUDIENCE OF FESTIVALGOERS WHO:

* Participate in hands-on food and farm experiences and workshops in the HOMEGROWN Village. 40% of festivalgoers reported interacting with an exhibit or activity
* Make donations and take action
* Spend nearly 5x more than at a regular concert for family farm food in our HOMEGROWN Concessions®
* Purchase Farm Aid merchandise at record breaking levels

“FARM AID FESTIVALGOERS ARE SOME OF THE MOST DEDICATED AND ENGAGED AUDIENCES AROUND”

- PETE AND GERRY’S ORGANIC EGGS
OUR MARKETING REACH

NATIONAL REACH & ACTIVATION

- Multi-month national social media campaign
- Promotion and advertising to support ticket sales
- Live streaming

A DESTINATION EVENT

- Farm Aid 2019 drew fans from all 50 states
- 32% of festivalgoers traveled 60+ miles
- Urban and rural

CULTURAL CHANGEMAKERS

- Health- and environmentally-conscious eaters
- Music lovers
- Activists
- Values driven
- Outdoor lifestyle enthusiasts
- DIYers
ONLINE MEDIA COVERAGE FROM FESTIVAL ANNOUNCEMENT THROUGH FESTIVAL WRAP UP (BASED ON 2019)

FARMAID.ORG

1,974,871,760
Audited Media Impressions

FARMAID.ORG

641,375
Page Views (208,311 Unique Visitors)

FARM AID’S EMAIL MESSAGING

81,321
Email Subscribers

EVENT WEBCAST

99,600
Views & Playbacks (137 countries)

FARM AID EVENT APP

739,770
Screen Views (80,844 sessions)
SOCIAL MEDIA
(BASED ON 2019)

SOCIAL MEDIA REACH

19,520,891
Interactions

TWITTER / INSTAGRAM IMPRESSIONS

42,900,000
Impressions
DETERMINED, DEDICATED AND INDEPENDENT – JUST LIKE THE FAMILY FARMERS WE SUPPORT – FARM AID IS A PERFECT MATCH FOR SPONSORS WITH INTEGRITY AND A SENSE OF MISSION.

Sponsorship Opportunities
ON-SITE OPPORTUNITIES & HOSPITALITY

ON-SITE VISIBILITY
CONVERSATIONS, PARTICIPATION, CURiosity & FUN

• Gain access to the Farm Aid 2020 audience by showcasing your brand to 20,000 passionate artists, farmers, volunteers, activists and fans
• Meaningful hands-on demonstrations in your booth
• Logo visibility in digital displays, signage and event app

ON-SITE HOSPITALITY
VIP & TICKET PACKAGES WITH EXCITING AMENITIES

• HOMEGROWN catering
• Preferred parking
• Monitors
• Private bathrooms
• Upgrades
PROMOTIONAL OPPORTUNITIES

DIGITAL
★ Name inclusion on Farm Aid 2020 webcast
★ Logo & link visibility on Farm Aid website
★ Reach Farm Aid’s 81,321 subscribers through email blasts

SOCIAL MEDIA
★ Engage with a vast and active national community through Farm Aid hashtags
★ Communicate shared values to an audience who are:
  - Married homeowners
  - 65% female
  - 53% more likely to have attended grad school
  - 180% more active on Facebook
  - Passionate activists
  - Willing to pay more for premium brands that align with their values

PUBLIC RELATIONS
★ Opportunity to include your own press materials in Farm Aid’s digital newsroom and issue your own press release
★ Share your story with local, regional and national media
★ Attend Farm Aid 2020 press event
★ Inclusion in a Farm Aid 2020 press release

CREATE YOUR OWN PROMOTIONS
★ VIP ticket packages for your own contests
★ In store retail campaigns & visibility
★ Coupons & messaging
★ Team member contest
**FARM AID’S OWN BRAND OF FAMILY FARM FOOD SERVICE**

**OUR CRITERIA FOR INGREDIENTS:** food from family farms with an ecological standard and a fair price to farmers.

**FOR SELECT FOOD COMPANIES:**

- Your product sales to Legends Hospitality

- Visibility in our HOMEGROWN Food promotion including: menu, signage, event app, digital signs, media packets & point of sale.

**VIEW FULL MENU**

https://www.farmaid.org/festival/homegrownconcessions
COMPOSTING
IT’S PART OF OUR HOMEGROWN CONCESSIONS® CRITERIA

Farm Aid requires all compostable serviceware, organizes composting collection and arranges for removal. Since 2007 Farm Aid has diverted tons of food waste into compost, making soil for the future of farming. Farm Aid 2019 collected nearly 14,000 pounds of composting.

Show your commitment to reducing waste and establish your brand as an effective change maker among the Farm Aid audience by sponsoring the festival’s composting initiative. Your company name can be included in widely distributed composting messages, digital signage, the event app, and on containers throughout the venue.

Biocycle Magazine Article

https://www.biocycle.net/2019/12/04/music-festivals-amp-organics-recycling-game
SPONSOR THE INSIDER’S PARTY

FARM AID EVE

Farm Aid’s loyal and eclectic community gathers on Farm Aid Eve to enjoy delicious food sourced from family farmers, listen to live music and get jazzed for the festival celebration the next day.

You’ll brush elbows with artists, family farmers, good food activists, nonprofit partners, fans and Farm Aid staff.

Sponsor this unique event with signage, social media inclusion and tickets. Approximately 500 in attendance.
READY TO PARTICIPATE? CONTACT US!

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WE LOOK FORWARD TO CELEBRATING MUSIC, GOOD FOOD AND FAMILY FARMERS WITH YOU AT FARM AID 2020.

Thank You!