



FARM AID 2018

**AN ALL DAY MUSIC AND HOMEGROWN FESTIVAL FROM NOON TO 11 PM.
THIS YEAR'S LINE-UP INCLUDES:**

**WILLIE NELSON & FAMILY, NEIL YOUNG, JOHN MELLENCAMP, DAVE MATTHEWS
AND MORE TO BE ANNOUNCED.**



About Farm Aid

FARM AID IS AMERICA'S LONGEST RUNNING
CONCERT-FOR-A-CAUSE. SINCE 1985, FARM AID CONCERTS
HAVE CELEBRATED FAMILY FARMERS AND GOOD FOOD.

KEY NUMBERS FOR FARM AID 2017

22k

Concert Goers

16

Artist Performances

22k

*People eating
HOMEGROWN
Concessions®*

30

*HOMEGROWN
Village Experiences*

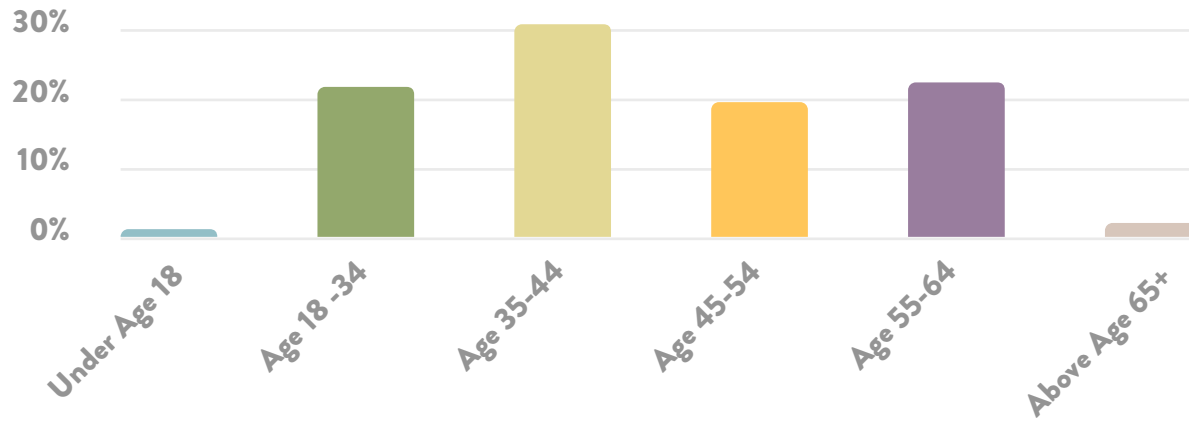
1,903,194,905

Media Impressions

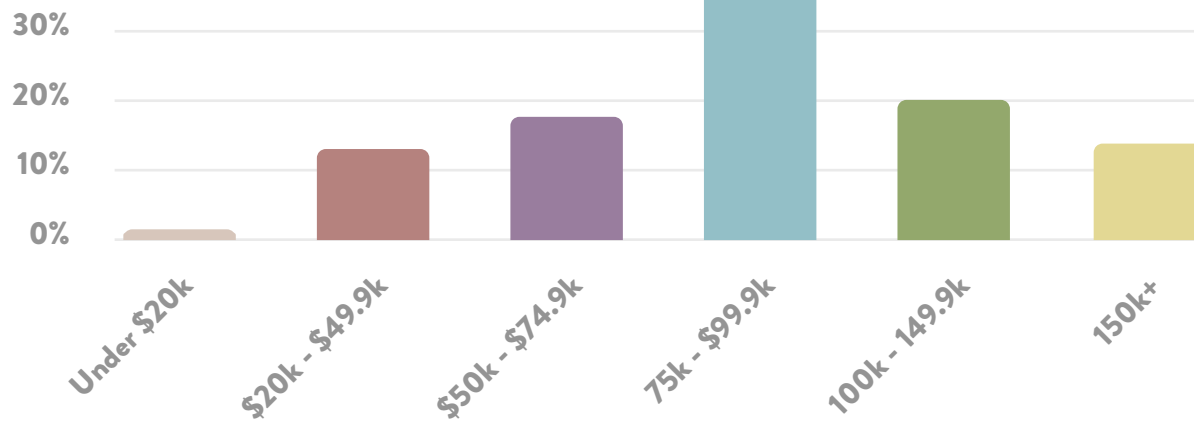
CONCERT-GOER DEMOGRAPHICS

FARM AID 2017 SURVEY

Age Group




Household Income



Gender

40% 
Male

58% 
Female



LOYALTY

Willingness to Purchase from Farm Aid Sponsors



YOU'RE IN GOOD COMPANY WITH PAST FARM AID SPONSORS



OUR ARTISTS

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 stage just before the concert, attended by 200+ members of the media.

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



A vibrant concert scene at night. A large crowd of people is gathered in front of a stage. The stage is illuminated with colorful spotlights in shades of purple, red, and yellow. A large screen on the stage displays a rural landscape with a tractor. On the right side of the stage, a musician with a beard is playing an acoustic guitar and singing into a microphone. The overall atmosphere is energetic and festive.

Marketing Benefits & Reach

FARM AID PROVIDES AN EXCELLENT OPPORTUNITY FOR SPONSORS TO ASSOCIATE WITH ONE OF THE MOST IMPORTANT MISSIONS IN AMERICA: TO BUILD A VIBRANT, FAMILY FARM-CENTERED SYSTEM OF AGRICULTURE AND PROMOTE GOOD FOOD FROM FAMILY FARMS.



SPONSORSHIP REACH

FARM AID 2018 PROVIDES AN EXCELLENT OPPORTUNITY FOR SPONSORS TO REACH AN ENGAGED AUDIENCE OF CONCERT-GOERS WHO:

- ★ Participate in hands-on food and farm exhibits and workshops in the HOMEGROWN Village
- ★ Spend nearly 5x more than at a regular concert for family farm food in our HOMEGROWN Concessions®
- ★ Purchase Farm Aid merchandise at top level industry standards
- ★ Make donations & take action
- ★ Engage with sponsors

OUR MARKETING REACH



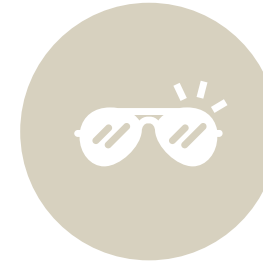
NATIONAL REACH & ACTIVATION

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



A DESTINATION EVENT

- ★ East Coast Regional Population 6,430,000
- ★ Reach exceeds range of typical concert events from East Coast Cities
- ★ Urban and Rural



CULTURAL GATEKEEPERS

- ★ Music lovers
- ★ Social networkers
- ★ Health conscious eaters
- ★ Loyal Farm Aid fans from around the country
- ★ Active lifestyle people who travel, cook, craft, garden and farm
- ★ Do-It-Yourself-ers

ON-LINE MEDIA COVERAGE
(BASED ON 2017)

FARMAID.ORG

1,903,194,905

Audited Media Impressions

FARMAID.ORG

585,716

Page Views (249,233 sessions)

FARM AID'S EMAIL MESSAGING

80,000

Subscribers

EVENT WEBCAST

42,735

Views & Playbacks

FARM AID EVENT APP

81,163

Screen Views (60,685 sessions)

SOCIAL MEDIA

(BASED ON 2017)

SOCIAL MEDIA REACH

17,576,346

Interactions Per Year

TWITTER / INSTAGRAM IMPRESSIONS

8,187,878

Impressions

SNAP CHAT FILTER USERS

6,000

*Impressions (1,343,600 Twitter
Accounts Reached)*





Sponsorship Opportunities

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.



ON-SITE OPPORTUNITIES & PROMOTIONS

ON-SITE VISIBILITY CONVERSATIONS, PARTICIPATION, CURIOSITY & FUN

- ★ Your brand showcased to 25,000 people who are passionate about music, farmers and good food
- ★ Meaningful hands-on demonstrations in your booth
- ★ Logo visibility in digital displays and signage
- ★ Check presentation to a Farm Aid principal

ON-SITE HOSPITALITY VIP & TICKET PACKAGES WITH EXCITING AMENITIES

- ★ HOMEGROWN catering
- ★ Parking
- ★ Monitors
- ★ Private bathrooms
- ★ Upgrades

CREATE YOUR OWN PROMOTIONS

- ★ VIP ticket packages for your own customer contests
- ★ In store retail campaigns & visibility
- ★ Coupons & messaging
- ★ Team member contest



MEDIA OPPORTUNITIES

SOCIAL & ON-LINE MEDIA

- ★ Engage with the world through Farm Aid hashtags
- ★ Photo sharing of your brand with the Farm Aid 2018 experience
- ★ Name inclusion on Farm Aid 2018 webcast
- ★ Logo & link visibility on Farm Aid website
- ★ Reach Farm Aid's 80,000 members through email blasts

PUBLIC RELATIONS

- ★ Opportunity to include your own press materials in Farm Aid's digital newsroom
- ★ Share your story with local, regional, and national media
- ★ Attend Farm Aid 2018 press event
- ★ Inclusion in a Farm Aid 2018 press release

HOMEGROWN CONCESSIONS®

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 for All promotion including: menu, sign-age, event app, digital signs, media packets & point of sale.



COMPOSTING!
IT'S PART OF OUR HOMEGROWN CONCESSIONS® CRITERIA!

Farm Aid is the only major concert event that 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. Our goal for Farm Aid 2018 is to collect 2 tons of compost.

Your company name can be included in widely distributed composting messages, digital sign-age, in the event app, and on containers in the house and in the kitchens.



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 local family farmers, listen to live music and get jazzed for the concert 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 sign-age, social media inclusion, and tickets. Approximately 500 in attendance.



HAVE QUESTIONS? CONTACT US!

GLENDAYODER

Farm Aid Associate Director
617-354-2922
Glenda@FarmAid.org

DENNIS GORG

Farm Aid Sponsorship
314-367-3146
Dennis@imsevents.com

A vibrant crowd of people at a concert or festival. In the foreground, a man in a colorful plaid shirt smiles broadly, wearing a VIP lanyard. To his right, a woman in a green tank top and sunglasses has her arms raised in celebration. Further right, another man in a white shirt is taking a photo with his smartphone. The background is filled with other attendees, some wearing sunglasses and wristbands, creating a lively and festive atmosphere.

Thank You!

WE LOOK FORWARD TO CELEBRATING MUSIC AND
FAMILY FARMERS WITH YOU AT FARM AID 2018.