

Farm Aid 2016 Concept Proposal

September 2016

Farm Aid is the longest running concert-for-a-cause. Our mission is to build a vibrant, family farm-centered system of agriculture in America.

The annual concert event provides an excellent opportunity for select partners to ally with one of today's most passionate causes: good food from family farms.



Farm Aid 2016

Artists:

Willie Nelson, Neil Young, John Mellencamp, and Dave Matthews
with many more to be announced.

What Farm Aid delivers:

National Reach and Activation

- Multi-month national social media campaign
- Promotional and advertising schedule to support ticket sales
- Live television and web broadcast

A Destination Event – Metro Population

- Reach will far exceed typical concert events
- Farmers and rural small towns
- College student communities

Active Lifestyle

- Traveling, cooking, family, gardening, health and farming
- Do-It-Yourself-ers
- Engaging in sports, culture, and outdoors

Cultural Gatekeepers

- Music lovers
- Social networkers
- Nutritional & health conscious, sustainable lifestyle



Farm Aid 2016

Visibility

Farm Aid offers your company an opportunity to bring your brand to our live audience and through media and at www.farmaid.org.

Your brand will be showcased to people who are passionate about music, farmers and good food.

Farm Aid offers a package with an exceptional and measurable ROI.



Broadcast Visibility

National television broadcast of the live show.
Webcast of the broadcast on Farm Aid.org

Public Relations

Issue your own national media release

Promote your participation in trade publications.

Inclusion in Farm Aid's media releases

(Farm Aid in 2015 massed 4,225,518,606 audited media impressions!)

Inclusion on Farm Aid's Media Room

(2015: 356,448 sessions with 901,935 page views!).





Social Media / Websites

- Included in Farm Aid’s Facebook activities (2015: 375,746 reach)
- Included in #Road2FarmAid (2015: Reached over 4 million)
- Inclusion on Farm Aid’s Twitter channel (2015: 1,343,600 Twitter accounts reached, 3,749,543 impressions)
- Included in Farm Aid’s Instagram tags (2015 reach: 9,867,411)
- Included in Farm Aid 2016 event app (40,002 sessions in 2015)
- Included in Farm Aid’s email messaging (84,513 email list)
- Online website visibility at FarmAid.org (1,137,195 Page views, 414,798 sessions with 263,638 users).





Promotions

- VIP ticket packages to create your own consumer contests.
- Opportunity to create in-store campaigns and visibility.
- Social media promotions and contests to drive traffic.
- Couponing and message outreach.
- Business to business opportunities for hospitality.
- Team member contests for involvement and excitement in store.
- Brand included in national Auction Cause campaign.



Event Activation

- Full activation areas available for meaningful hands-on demonstrations.
- Product Sales and inclusion in Farm Aid's HOMEGROWN Concessions®.
- Visibility of brand names, logos in concession operations & menu.
- Product use by foodservice pros, culinary students, and noted chefs in catering backstage for staff, crew and artists with visibility on menu.
- Visibility of logo in digital displays and electronic banners.
- Check presentation to organization principal or artist on stage.
- Farm Aid Sponsorship team onsite to assist your marketing.



Additional Opportunities

Farm Aid Eve

A celebration of live music and good food from family farms

Our loyal Farm Aid community gathers at this extraordinary event. You'll brush elbows with artists, family farmers, good food activists, nonprofit partners, fans and Farm Aid staff. Farm Aid's eclectic community always gathers on Farm Aid Eve to enjoy delicious food sourced from local family farmers, listen to live, local music and get jazzed for the huge concert celebration the next day!

Sponsor this unique event with signage, social media inclusion, and tickets. Approx. 400 in attendance

- Exclusive branded VIP lounge space for those at the concert enjoying an exclusive experience.
- Title of event app (40,002 sessions in 2015).
- Brand featured in regional farm tours (3 farms, media coverage)
- Title of concert composting and recycling efforts (Previous Events: Compost 3.2 tons, Recycling 1.08 tons with 62 volunteers).
- Title of webcast of the event (42,735 webcast playbacks website & YouTube).
- Advertising and features in live television broadcast





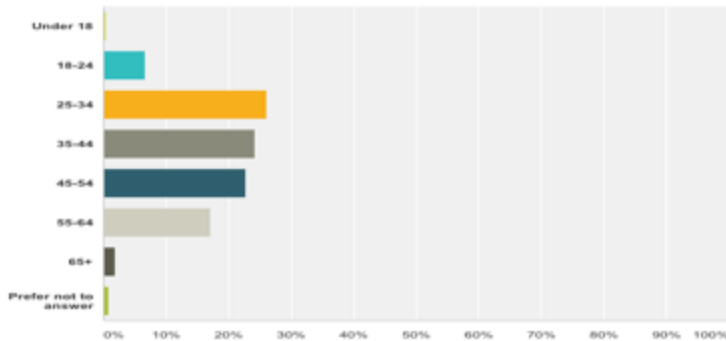
Farm Aid 2015
Survey of Concert Goers
 1033 respondents
 27,000+ in attendance

Gender 2015 Survey

Female	58%
Male	40%

How old are you?

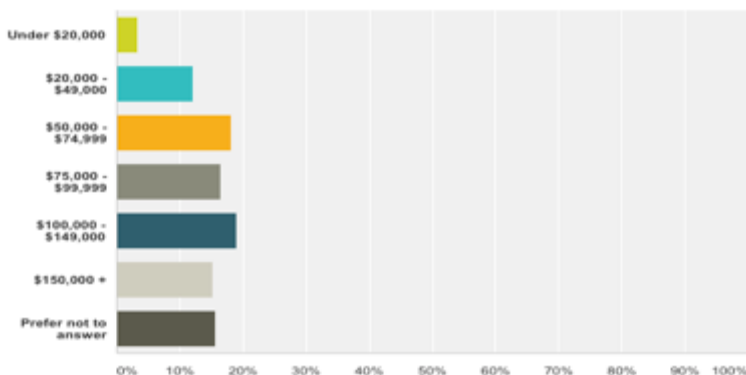
Answered: 931 Skipped: 192



Amy's Kitchen	39.9%
FirstMerit Bank	37%
Whole Foods Market	31%
Horizon Organic	28%
Lagunitas Brewing Company	52%
Chipotle Mexican Grill	30%

What was your total household income last year?

Answered: 929 Skipped: 104



We welcomed these sponsors:

- Amy's Kitchen
- Chipotle Mexican Grill
- Rudi's Organic Bakery
- Horizon Organic
- Whole Foods Market
- Organic Valley Coop
- Applegate
- Greener Fields Together
- Lagunitas Brewing Company
- Canidae Pet Food Company
- FirstMerit Bank
- Time Out Chicago

Q: What is your willingness to purchase a product if they are a sponsor of Farm Aid?

89% of respondents said "YES"





Farm Aid's equity has been built by the dedication of Willie Nelson, Neil Young, John Mellencamp and Dave Matthews. Together, they have inspired 30 years of music, all donated by hundreds of passionate artists. Farm Aid works year round supporting family farmers on their land and promotes *The Good Food Movement* of local, organic, humanely raised, family farm identified food.



Farm Aid 2016 celebrates the work of Farm Aid since 1985. Farm Aid champions family farmers as a resource to address the economic, environmental, and health challenges we face. Family farmers create solutions by building thriving local economies, caring for the soil and water and producing fresh, healthful food.

Additional data and high resolution files can be downloaded at www.FarmAid.org/sponsors

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