



FARM AID 2019

AN ALL DAY MUSIC & HOMEGROWN FESTIVAL

With WILLIE NELSON & FAMILY, NEIL YOUNG,
JOHN MELLENCAMP, DAVE MATTHEWS & MORE!

ALPINE VALLEY MUSIC THEATRE - EAST TROY, WI - SATURDAY, SEPT. 21



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 2018

22k

Festival-goers

16

Artist Performances

22k

*People eating
HOMEGROWN
Concessions®*

37

*HOMEGROWN
Village Experiences*

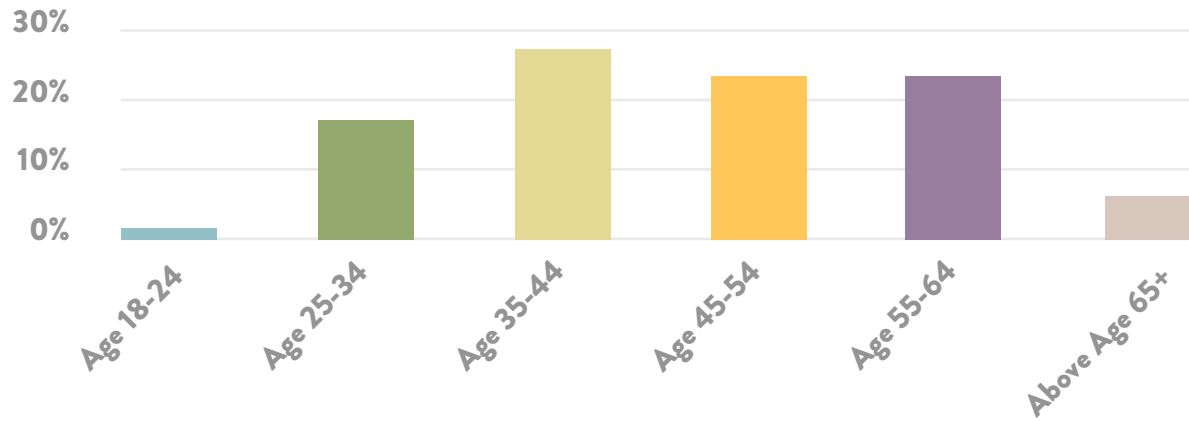
1,434,818,824

Media Impressions

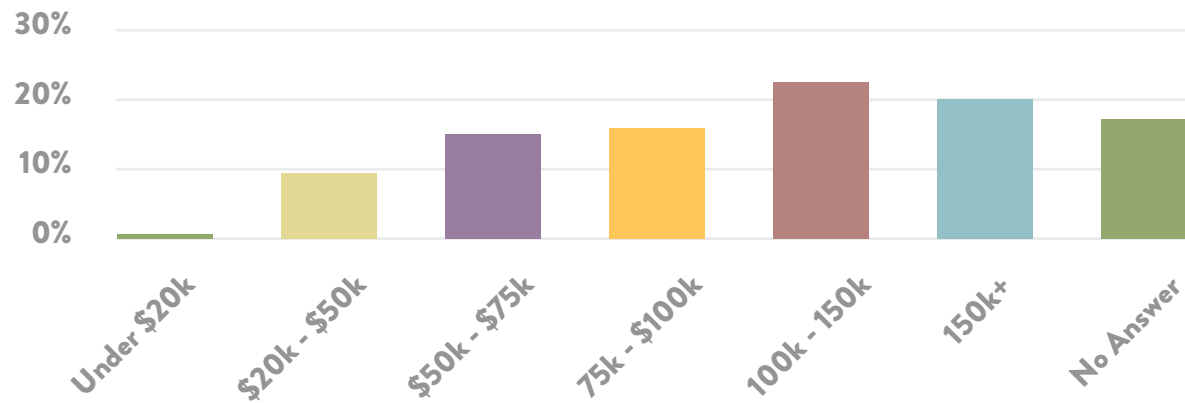
FESTIVAL-GOER DEMOGRAPHICS

FARM AID 2018 SURVEY

Age Group




Household Income



Gender

39% 
Male

58% 
Female



LOYALTY



*Willingness to support family farmers
as a result of attending Farm Aid*

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 scene of a farm 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 2019 PROVIDES AN EXCELLENT OPPORTUNITY FOR SPONSORS TO REACH AN ENGAGED AUDIENCE OF FESTIVAL-GOERS WHO:

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

OUR MARKETING REACH



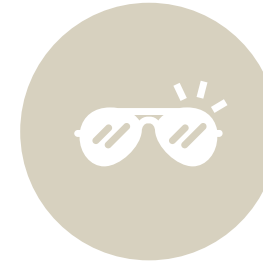
NATIONAL REACH & ACTIVATION

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



A DESTINATION EVENT

- ★ Farm Aid 2018 drew from 48 states and 6 countries
- ★ Reach exceeds range of typical festival events
- ★ 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 2018)

FARMAID.ORG

1,434,818,824

Audited Media Impressions

FARMAID.ORG

585,716

Page Views (249,233 sessions)

FARM AID'S EMAIL MESSAGING

80,000

Subscribers

EVENT WEBCAST

113,130

Views & Playbacks

FARM AID EVENT APP

533,723

Screen Views (56,728 sessions)

SOCIAL MEDIA
(BASED ON 2018)

SOCIAL MEDIA REACH

8,772,044

Interactions Per Year

TWITTER / INSTAGRAM IMPRESSIONS

23,789,832

Impressions



A large crowd of people is gathered at an outdoor event, likely a fair or festival. In the foreground, a woman with a red bandana and a white tank top is looking to the right. The background is filled with many other people, some wearing hats and casual clothing. A blue sign with a wheelchair symbol is visible on the left side of the image.

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 2019 experience
- ★ Name inclusion on Farm Aid 2019 webcast
- ★ Logo & link visibility on Farm Aid website
- ★ Reach Farm Aid's 72,000 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 2019 press event
- ★ Inclusion in a Farm Aid 2019 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 2019 is to collect 3 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 and a woman in a green tank top and sunglasses are smiling broadly. The woman has her arms raised, and a man next to her is holding up a smartphone to take a photo. 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 2019.