FARM AID 2021
AN ALL DAY MUSIC & HOMEGROWN FESTIVAL
With WILLIE NELSON & FAMILY, NEIL YOUNG, JOHN MELLENCAMP, DAVE MATTHEWS, MARGO PRICE & MORE
SATURDAY, SEPTEMBER 25TH / 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 2020
A VIRTUAL SHOW ON YOUTUBE, FANS.COM, AXS TV

159m
Social Media Reach

210k+
Views

1,540,322,758+
Media Impressions

2019 NUMBERS

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 2020 VIRTUAL FESTIVAL SURVEY

Age Groups
18-24
25-34
35-44
45-54
55-64
65+

VERY LIKELY TO PURCHASE PRODUCT FROM FARM AID SPONSORS
86%

53.4%
Female

51%
OF FESTIVALGOERS HAVE A HOUSEHOLD INCOME GREATER THAN
$75K

46.6%
Male
YOU’RE IN GOOD COMPANY WITH PAST FARM AID SPONSORS
Farm Aid board members Willie Nelson, Neil Young, John Mellencamp, Dave Matthews and our newest board member Margo Price, 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 2021 PROVIDES AN EXCELLENT OPPORTUNITY FOR SPONSORS TO REACH AN 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 for food than at other concerts for our unique 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 festivals draw from all 50 states and numerous countries
* 32% of 2019 festivalgoers traveled 60+ miles
* Urban and rural

CULTURAL CHANGEMAKERS
* Health and environmentally conscious eaters
* Music lovers
* Activists
* Values driven
* Outdoor lifestyle enthusiasts
* DIYers
FARM AID 2020 ONLINE MEDIA COVERAGE

**FARMAID.ORG**

1,540,322,758+

*Audited Media Impressions*

1,974,871,760 in 2019

**FARMAID.ORG**

755,175

*Page Views (283,052 Unique Visitors)*

641,375 (208,311 UV) in 2019

**FARM AID’S EMAIL MESSAGING**

93,718

*Email Subscribers*

81,321 in 2019

**EVENT WEBCAST**

210,203

*Event Webcast Views & Playbacks*

99,600 in 2019

**FARM AID EVENT APP**

739,770

*2019 Screen Views (80,844 sessions)*

App data based on 2019 numbers
FARM AID 2020 SOCIAL MEDIA

SOCIAL MEDIA REACH

159.9m Interactions (19.6m in 2019)

Facebook
146k FOLLOWERS

Twitter
36.8k FOLLOWERS

Instagram
35.6k FOLLOWERS

YouTube
434k SUBSCRIBERS
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 & HOSPITALITY

ON-SITE VISIBILITY
CONVERSATIONS, PARTICIPATION, CURIOSITY & FUN

* Gain access to the Farm Aid 2021 audience by showcasing your brand to 20,000 passionate artists, farmers, volunteers, activists, fans and members of the media
* Meaningful hands-on demonstrations in your activation space
* Logo visibility in digital displays, signage and event app

_Covid-19 Health and Safety Protocols will be followed_

ON-SITE HOSPITALITY
VIP & TICKET PACKAGES WITH EXCITING AMENITIES

* HOMEGROWN catering
* Television monitors
* Private bathrooms
* Upgrades
PROMOTIONAL OPPORTUNITIES

STREAMING
- Name inclusion on Farm Aid 2021 livestream
- Logo & link visibility
- Advertisement spots
- Billboards
- Bumpers

SOCIAL MEDIA
- Engage with a vast and active national community through Farm Aid hashtags
- Communicate shared values to an audience who are:
  - 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 2021 press event
- Inclusion in a Farm Aid 2021 press release

CREATE YOUR OWN PROMOTIONS
- VIP ticket packages for your own contests
- In store retail campaigns & visibility
- Coupons & messaging
- Team member contest
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

Since 2007, Farm Aid has required all-compostable serviceware and our volunteers organized compost collection and removal, helping to make good soil for the future of farming. More than a decade later, Live Nation began to operationalize compost collection in its venues. Farm Aid was pleased to have led the way! Nearly 7 tons of compost material was collected at Farm Aid 2019.

Show your commitment to reducing waste and establish your brand as an effective change maker with 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 FARM AID EVE

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!

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

DENNIS GORG
Farm Aid Sponsorship
314-367-3146
Dennis@imsevents.com
WE LOOK FORWARD TO CELEBRATING MUSIC, GOOD FOOD AND FAMILY FARMERS WITH YOU AT FARM AID 2021.

Thank You!