



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

A close-up photograph of an older man with a white beard and mustache, wearing a dark cowboy hat and a patterned scarf. He is smiling and playing an acoustic guitar. A microphone is visible in the upper left corner. The background is dark with warm, out-of-focus lights.

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 210k+

Social Media Reach

Views

1,540,322,758+

Media Impressions

2019 NUMBERS

25.4k 17

Festivalgoers

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

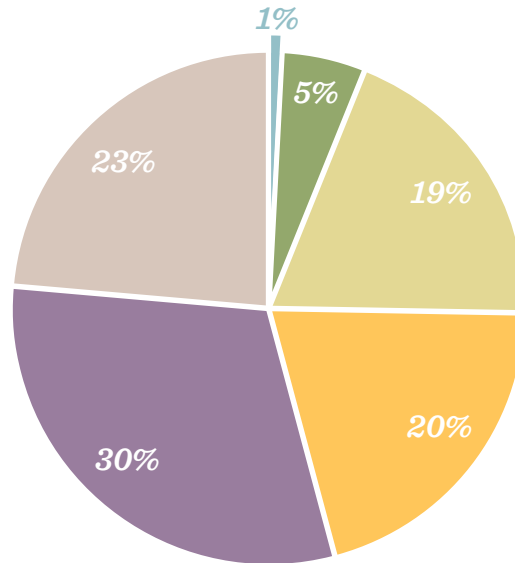
25-34

35-44

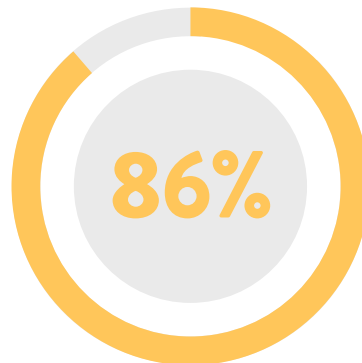
45-54

55-64

65+



VERY LIKELY TO
PURCHASE
PRODUCT
FROM FARM
AID SPONSORS

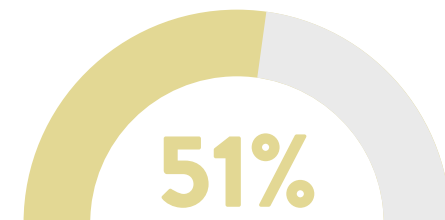


53.4%

Female

46.6%

Male



OF FESTIVALGOERS HAVE A
HOUSEHOLD INCOME
GREATER THAN

\$75K

YOU'RE IN GOOD COMPANY WITH PAST FARM AID SPONSORS



OUR ARTISTS

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



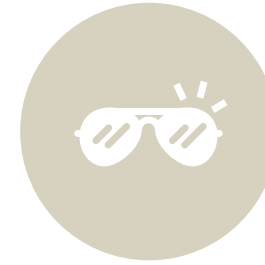
NATIONAL REACH & ACTIVATION

- ★ 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

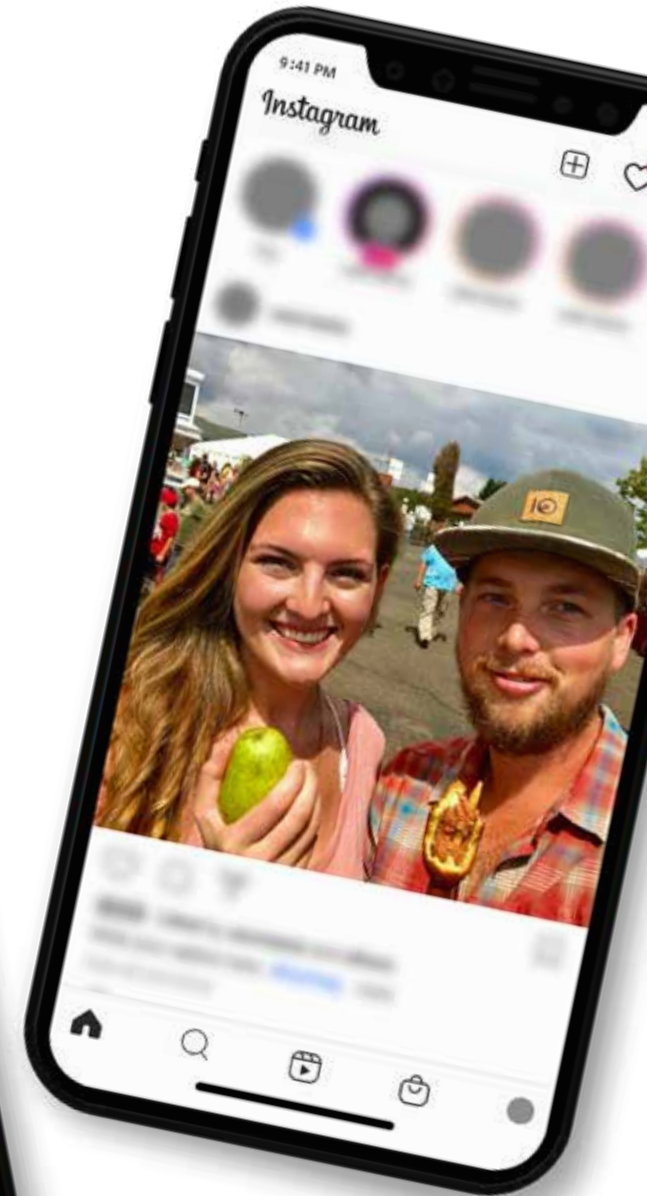
Interactions (19.6m in 2019)

f FOLLOWERS
146k

🐦 FOLLOWERS
36.8k

📷 FOLLOWERS
35.6k

▶ SUBSCRIBERS
434k





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



FARM AID'S OWN BRAND OF 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>

Applewood Smoked Cheddar
Bratwurst with peppers and onions
Heritage pork brats and bacon

PICNIC LAWN STAND
Pickled Eggs
from Pete and Gerry's Organic Eggs

And - snacks

HOMEGROWN
DIRECT

**Crispy Chicken Tenders
on Plank Fries**
Farmer Focus: fair contract organic
chicken

Milwaukee Pretzels

COMPOSTING

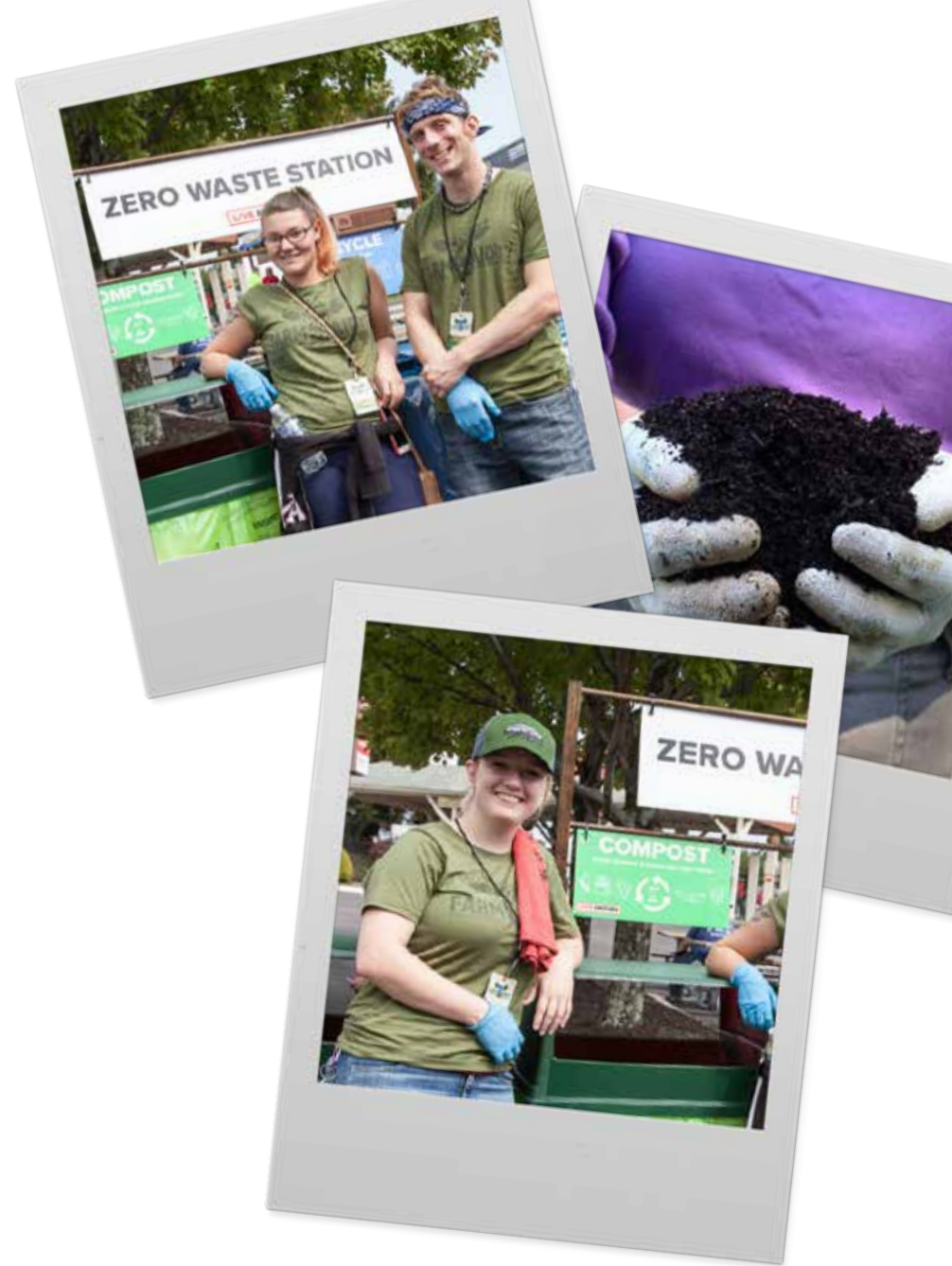
IT'S PART OF OUR HOMEGROWN CONCESSIONS® CRITERIA

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!

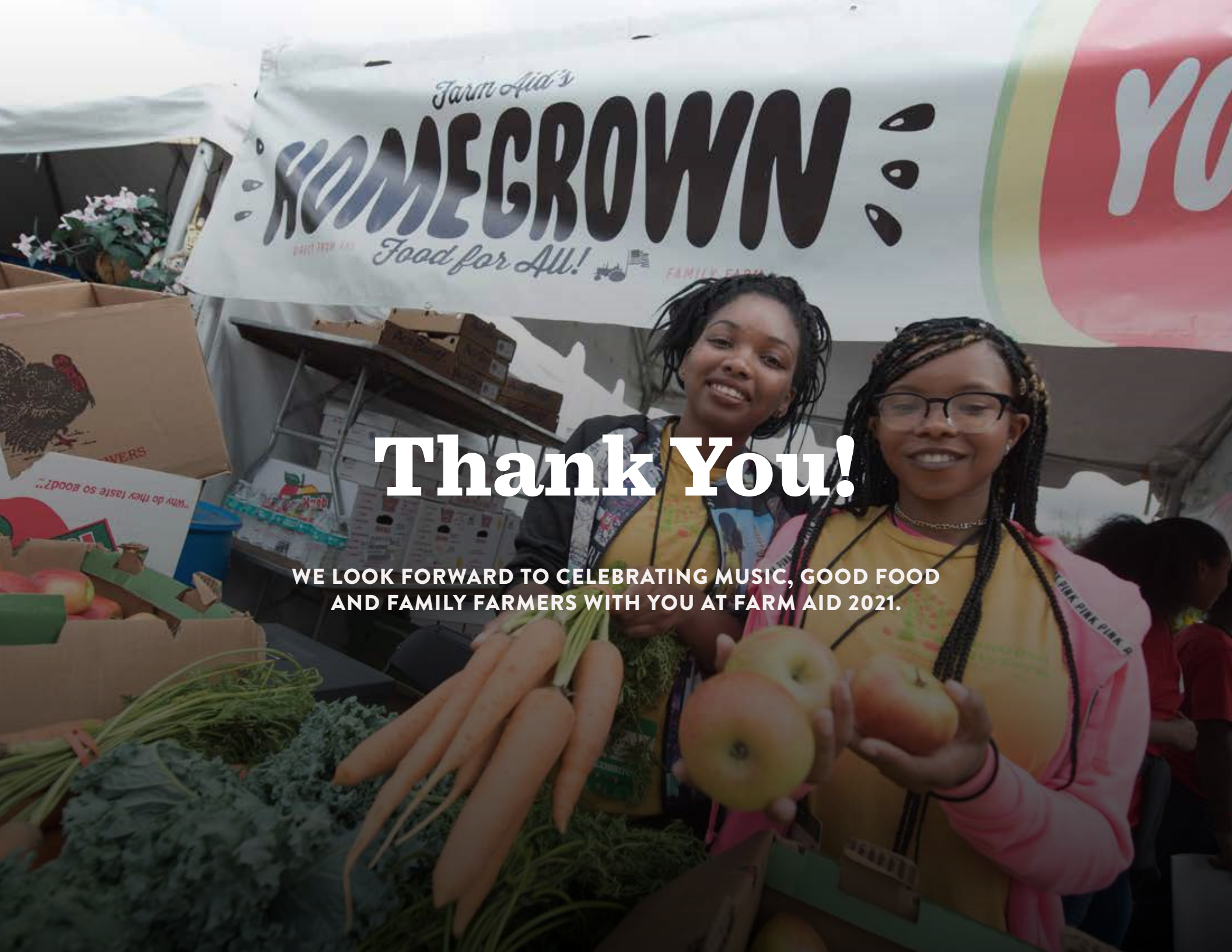
GLENDAYODER

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

DENNIS GORG

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





Thank You!

WE LOOK FORWARD TO CELEBRATING MUSIC, GOOD FOOD
AND FAMILY FARMERS WITH YOU AT FARM AID 2021.