



FARM AID 2024

AN ALL DAY MUSIC & HOMEGROWN FESTIVAL

With **WILLIE NELSON & FAMILY,
NEIL YOUNG, JOHN MELLENCAMP,
DAVE MATTHEWS, MARGO PRICE & MORE**

SEPTEMBER 2024 / 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 2023

AT RUOFF MUSIC CENTER IN NOBLESVILLE, INDIANA ON SEPTEMBER 23

BROADCAST ON CIRCLE NETWORK, YOUTUBE, FARMAID.ORG AND SIRIUS XM

20+ Million

Social Media Reach

142,863

Livestream Views

2,387,514,236+

Audited Media Impressions

19,410

Festivalgoers

15

*Artist
Performances*

35

*HOMEGROWN
Village Experiences*

FESTIVALGOER DEMOGRAPHICS

FARM AID 2023 FESTIVAL SURVEY

Age Groups

25-34

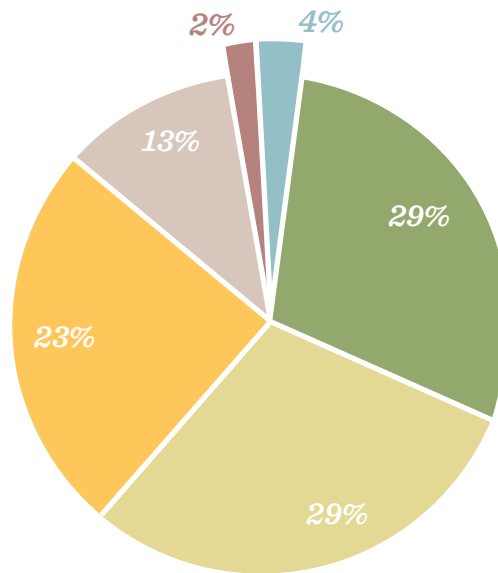
35-44

45-54

55-64

65+

N/A

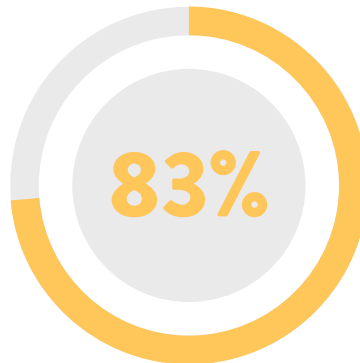


10,000

PEOPLE USED THE APP

93% AWARE OF
HOMEGROWN
CONCESSIONS®

LIKELY TO
PURCHASE
FROM A FARM
AID SPONSOR



OUR ARTISTS

Farm Aid board members Willie Nelson, Neil Young, John Mellencamp, Dave Matthews and Margo Price are joined by additional artists, all donating 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 FARMERS.

SPONSORSHIP REACH

FARM AID 2024 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. 74% of festivalgoers visited HOMEGROWN Village
- * 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

“Patagonia Workwear looks forward to Farm Aid every year, since 2018! It’s a great way to connect with family farmers, music fans who care about their food and it’s always a nice bonus to hear incredible music. The crowd is curious, engaged and ready to act in saving our home planet.”

–Patagonia Workwear



OUR MARKETING REACH



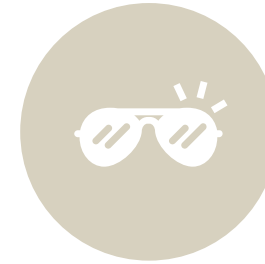
NATIONAL REACH & ACTIVATION

- * 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
- * Urban and rural



CULTURAL CHANGEMAKERS

- * Health and environmentally conscious eaters
- * Music lovers
- * Activists
- * Values driven
- * Outdoor lifestyle enthusiasts
- * DIYers

FARM AID 2022 ONLINE MEDIA COVERAGE

FARMAID.ORG

2,387,514,236+

Audited Media Impressions

950,493,217+ in 2022

930,269

Page Views

(1.9m in 2022)

232,000

Website Users

FARM AID'S EMAIL MESSAGING

92,516

Email Subscribers

EVENT LIVESTREAM

142,863

Live Event Views

FARM AID EVENT APP

858,806

Screen Views

FARM AID 2023 SOCIAL MEDIA

SOCIAL MEDIA REACH

20+ Million

f FOLLOWERS

156,000

X USERS REACHED

2.9 Million

@ FOLLOWERS

45,900

▶ SUBSCRIBERS

614,000



SPONSORSHIP ON-SITE OPPORTUNITIES & HOSPITALITY

- * Gain access to the Farm Aid 2024 audience by showcasing your brand to 24,000 passionate artists, farmers, volunteers, activists, fans and members of the media



ON-SITE HOSPITALITY VIP EXPERIENCE WITH:

- * **HOMEGROWN**
catering and special tastings
- * **TV monitors**
- * **Private bathrooms**
- * **Upgrades**



SPONSORSHIP PROMOTIONAL AND MEDIA OPPORTUNITIES

STREAMING

- * Name inclusion on Farm Aid 2024 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:
 - 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 2024 press event
- * Inclusion in a Farm Aid 2024 press release

CREATE YOUR OWN PROMOTIONS

- * VIP ticket packages for your own contests
- * In store retail campaigns & visibility
- * Coupons & messaging
- * Team member contest
- * Become a matching donor to Farm Aid's Giving Tuesday campaign, with high visibility and opportunity to promote in your networks



FARM AID'S OWN BRAND OF FOOD SERVICE

OUR CRITERIA FOR INGREDIENTS: *food from family farmers utilizing ecological production practices and who are paid a fair price.*

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



Crispy Chicken Tenders on Plank Fries

Farmer Focus: fair contract organic
chicken

Milwaukee Post

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!

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/farm-aid-climate-resiliency>

At Farm Aid 2024

16,004

**POUNDS OF FOOD
WASTE AND COMPOSTABLE
PRODUCTS WERE
COLLECTED AT FARM**





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
314-441-6250
Dennis@imsevents.com



A photograph of two young Black women smiling and holding fresh produce. The woman on the left is holding a bunch of carrots, and the woman on the right is holding two apples. They are standing in front of a large white banner that reads "Farm Aid's HOME GROWN Food for All!". To the right, a portion of a red and white "YO" logo is visible. The background shows a market stall with various items, including a box with a rooster illustration and a sign that says "Why do they taste so good?".

Thank You!

WE LOOK FORWARD TO CELEBRATING MUSIC, GOOD FOOD
AND FAMILY FARMERS WITH YOU AT FARM AID 2024.