



# FARM AID 2023

AN ALL DAY MUSIC & HOMEGROWN FESTIVAL

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

**SEPTEMBER 2023 / 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>



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**KEY NUMBERS FOR FARM AID 2022**

AT COASTAL CREDIT UNION MUSIC PARK, RALEIGH, NORTH CAROLINA 9/24/2022  
BROADCAST ON CIRCLE TV, YOUTUBE, FARMAID.ORG, DISH NETWORK AND SIRIUS XM

**20m+ 53k+**

*Social Media Reach*

*Views*

**950,493,217+**

*Audited Media Impressions*

**16,351**

*Festivalgoers*

**12**

*Artist Performances*

**22**

*HOMEGROWN Village Experiences*

# FESTIVALGOER DEMOGRAPHICS

FARM AID 2022 FESTIVAL SURVEY

Age Groups

25-34

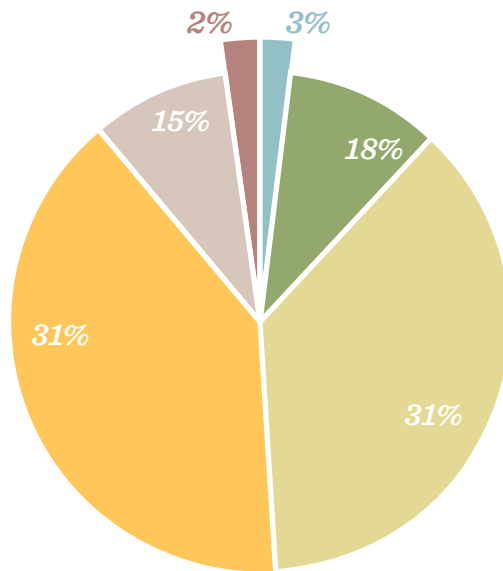
35-44

45-54

55-64

65+

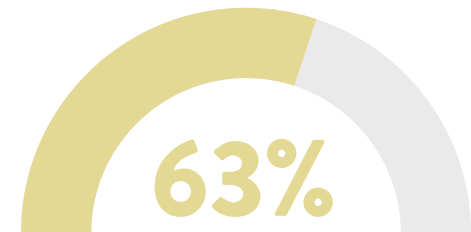
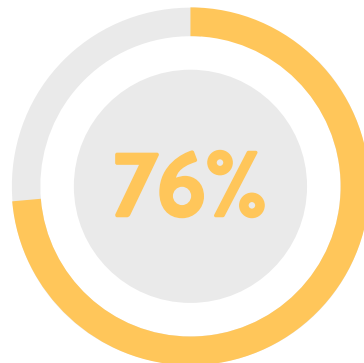
N/A



80% USED EVENT APP

81% ATE *HOMEGROWN* CONCESSIONS®

LIKELY TO PURCHASE FROM A FARM AID SPONSOR



HOUSEHOLD INCOME GREATER THAN

\$75K



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## 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 2023 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

**“FARM AID FESTIVALGOERS ARE SOME OF THE MOST DEDICATED AND ENGAGED AUDIENCES AROUND”**

**- PETE & GERRY'S ORGANIC EGGS**



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## 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



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## FARM AID 2022 ONLINE MEDIA COVERAGE

### FARMAID.ORG

950,493,217+

*Audited Media Impressions*  
1,063,434,858+ in 2021

1.9m

*Page Views*  
(538,358 in 2021)

### SPONSOR BANNER

484,250

*Views*

### FARM AID'S EMAIL MESSAGING

92,516

*Email Subscribers*

### EVENT LIVESTREAM

53,400

*Live Event Views*

### FARM AID EVENT APP

589,266

*Screen Views*

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FARM AID 2022 SOCIAL MEDIA

SOCIAL MEDIA REACH

**18.4m**

*Interactions*

**f** FOLLOWERS

**149k**

**🐦** FOLLOWERS / IMPRESSIONS

**37k / 42m**

**📷** FOLLOWERS

**40.7k**

**▶** SUBSCRIBERS

**564k**





## SPONSORSHIP ON-SITE OPPORTUNITIES & HOSPITALITY

- \* Gain access to the Farm Aid 2023 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 2023 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 2023 press event
- \* Inclusion in a Farm Aid 2023 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 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>

with  
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 Pro**

## 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! Over 9,800 pounds of food waste and compostable products were collected at Farm Aid 2022.

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>

At Farm Aid 2022

# 9,842

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





A large crowd of people is gathered in a dimly lit hall, likely a community center or event space. The ceiling is high with exposed metal trusses, and numerous strings of warm white LED lights are strung across the room, creating a festive atmosphere. The people are dressed in casual attire, and many are looking towards the camera or engaged in conversation. The overall scene is busy and social.

## 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.

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## 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





*Farm Aid's*  
**FROM GROWN**  
*Food for All!*  
DIRECT FROM THE FAMILY FARM

YO

**Thank You!**

**WE LOOK FORWARD TO CELEBRATING MUSIC, GOOD FOOD  
AND FAMILY FARMERS WITH YOU AT FARM AID 2023.**

