

RAISE YOUR PROFILE

2016 NFAN Sponsorship & Network News Advertising

NETWORK NEWS

Network News is a printed A4 newsletter. 500 copies are printed and mailed to the NFAN membership and farm prospect database and it is distributed at NFAN events. A pdf copy is published on the NFAN website.

There are three editions a year
March, September, January

Limited advertising

We only have room for 2 quarter page ads in each issue, both appearing on the inside pages of the newsletter.

	2016 Prices
Members	£300
Non Members	£350

Inserts

As well as ¼ page ads we also take inserts (single page A4) in each edition of Network News. We will need 500 copies of your insert. We can take 3 inserts per edition.

	2016 Prices
Members	£300
Non Members	£350



NETWORK NEWS
The newsletter of the National Farm Attractions Network
Issue 64 Spring 2015

CONFERENCE SUCCESS

Farm and rural attractions have around the UK gathered in Milton Keynes on February 13th and 14th, for the annual National Farm Attractions Network (NFAN) conference and awards, celebrating the best in farm-parks and countryside attractions.

Highlights included a hot list of awards for Welby Farm Park in Cambridgeshire, a factory tour of Massey Open Farm in Bedfordshire, and a behind the scenes tour of Mill Dore Football Stadium, which everyone who attended seemed to enjoy, especially the 'tragic' badminton, which appeared in numerous other the executive boxes were instructed with for the day.

Outgoing NFAN Chairman, Matt Hoast, said: "The 2015 conference, like show and award day is so important for the industry and was a great success. The event provides an opportunity to meet and network with fellow operators, learn from a packed speaker programme and meet key suppliers, all under one roof."

The trade exhibition kicked off with an evening of live auction prior to the awards dinner. It provided delegates with an hour more time to meet key suppliers from the farm attraction industry. Many of the trade delegates said that it had created a more relaxed and less time-pressed atmosphere for talking to attractions owners.

The awards dinner, which was sponsored by Aggly Malting, saw Welby Farm Park scooping three top awards: Best Food & Beverage, Customer Service Excellence and the top award, the Jim Mason Farm Attraction of the Year. Other award winners were Coronet Hill Farm in Hertfordshire, Best Innovation and Old Macdonald's Farm in Essex who won Best in Black and White. Digitalife took the award of Best Trade Supplier, seen later on page 8.

In Pigeot, founder of Open Farm Sunday presented the keynote speech to more than 100 delegates. He spoke on insight into the lessons for setting up Open Farm Sunday, a national farm open day which reached 2015 and has so far successfully welcomed more than 1.4 million people onto 16 farms.

Other presenters included Paul Kelly, Chief Executive of NFAN, who gave a presentation on the movement 10 cycle for attractions, Chris Redden from Wix, Associate spoke about the science and of of packing with attraction football, and Beth Cooper from Tribology gave an insight into the psychology of play. Delegates also heard useful and inspiring presentations from three global farm attractions who all stage successful Christmas events.

NFAN would like to thank Gold Conference Sponsors: A. Gray & Co., Mason & Company and Cobble & Co. The Conference has sponsors: Inverclyde Leisure and Leisure, Colving & Management Services Ltd, Delta Reception Services, Royal Otter's Glass Factory and 1000 Hay Day Movers. Dinner of Awards Dinner Sponsor: Aggly Malting.

Thanks also to those who organised the pre-event trade, networking and learning opportunities of 1600 Hay Day Knowledge play courts in Sharncliffe, 1000 Hay Day History (the same brand being featured from Day History and others) and Massey Open Farm, where delegates became voluntarily committed on the new 8y trial 2016 high rope course!

Conference presentations can be downloaded from www.nfanattractions.net.

OPEN DAY SPONSORSHIP

NFAN are extremely grateful to all sponsors as their support enables prices to be kept low for farm operators. Open Days usually attract between 100 and 150 farm operators; a great way to raise your profile.

We allow a maximum of 2 sponsors per Open Day. Sponsor benefits include...

- A public thank you by NFAN's Chairman at the start of the event
- A pop up banner in the coffee/refreshment meeting area
- A three minute elevator pitch during the day
- A member of your staff attending the event
- Logo included on the website promoting the event before the event and after the event
- Logo included on the downloadable flyer promoting the event

	Date	Price for Members
Port Lymnpe Reserve	Thursday 5 th May	£395
Rand Farm Park	Wednesday 5 th October	£395

ROADSHOW SPONSORSHIP

The 2016 Roadshow takes NFAN to the North East over 3 days from 13th to 15th June. We will be visiting three or four attractions and spending about 2 - 3 hours at each. There will be an overnight stay and dinner included. Roadshows typically attract about 40 attendees.

We are seeking a single sponsor for the Roadshow. Benefits include:

- A public thank you by NFAN's Chairman
- An option to place a pop-up-banner in the coffee meeting area at each venue
- A three minute elevator pitch at one of the tour venues
- A member of your staff being present at the chosen attraction, however, you can also pay the delegate fee and join the full tour.
- Logo included on the website promoting the event before the event and after the event
- Logo included on the downloadable flyer promoting the event

We are looking for one Trade Member to sponsor the Roadshow at a cost of £500

HOW TO BOOK

Advertising and Sponsorship opportunities will be reserved on a first come first served basis. To enable as many Trade Members as possible to show their support for NFAN, we will initially restrict adverts, inserts and sponsorship to one of each type per organisation (e.g. you can book an Ad, an Insert and take out a Sponsorship package*, but initially at least not book multiple Ads). Once all members have had an opportunity to take up the initial offers, any unsold Ad spaces, Inserts and Sponsorship will be made available for multiple bookings.

* Sponsorship packages for the Annual Conference, Open Day and Awards are not included in the above. Details of these sponsorship packages will be announced later in the year.

Please complete the booking form below and email to info@farmattractions.net or post to: NFAN, 105 The Mount, York YO24 1GY.

Payment

Payment must be received to secure your booking via cheque, credit card or BACS
Cheques made payable to 'NFAN' should be sent to the address above. Credit Card payments can be made over the phone 01904 615059, or pay by BACS: Sort Code: 30-94-68, Account No: 00375617.

A VAT receipt/invoice will be issued once booking is confirmed.

Network News Deadlines for Inserts and Artwork

Edition	Booking Deadline	Artwork/Inserts by	Distributed
March	4 March	11 March	21 March
September	12 August	19 August	Early Sept
January	9 December	19 December	Early Jan

High res artwork should be sent to info@farmattractions.net in the format of pdf or jpg.

Inserts must be sent to NFAN 105 The Mount York YO24 1GY to arrive by the deadline.

Cancellation

We cannot accept cancellations once the booking has been made and confirmed via email or via the completed booking form.

NFAN BOOKING FORM



¼ Page Adverts in Network News £300 member/£350 non-member (delete as appropriate)

March 2016 advert September 2016 advert January 2017 advert

Inserts in Network News £300 member/£350 non-member (delete as appropriate)

March 2016 insert September 2016 insert January 2017 insert

Open Day Sponsorship £395

Port Lymnpe Reserve – 5th May Rand Farm Park – 5th October

North East Roadshow Sponsorship £500

North East Roadshow 13th to 15th June

Total Advertising & Sponsorship Commitment £ _____
VAT @20% £ _____
TOTAL £ _____

Your Details

Company Name: _____

Your Name: _____

Your Invoice Address: _____

Postcode: _____

Email Address _____

Telephone _____

Mobile _____

Are you a member? Yes No

Type of business: _____

Your website: _____

OFFICE USE ONLY.

DATE RECEIVED: _____

TIME RECEIVED: _____

CHECKED

I agree that I wish to book the above advertising or sponsorship.

Signed by: _____ Name _____ Date: _____