

# RAISE YOUR PROFILE

## 2020 NFAN Advertising & Sponsorship Opportunities

### NETWORK NEWS

Network News is an 8-page 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 (2021)

#### Limited advertising

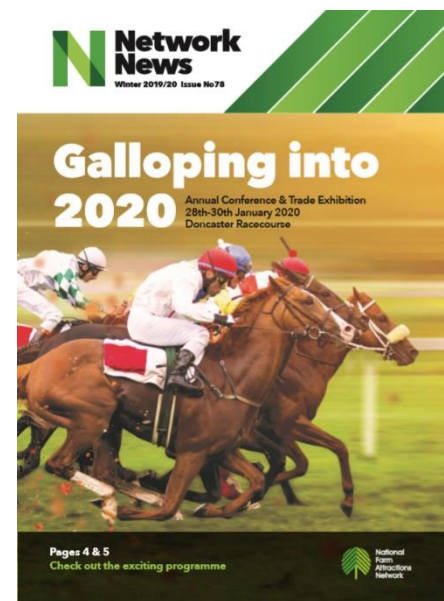
With the bigger newsletter we now have room for 4 quarter page ads in each issue, two on the back page and two inside.

	2020 Prices
<b>Members</b>	£325
<b>Non-members</b>	£395

#### 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.

	2020 Prices
<b>Members</b>	£325
<b>Non-members</b>	£395



### OPEN DAY SPONSORSHIP- £500

Sponsors are a vital ingredient in the success of NFAN events, their support enables event prices to be kept low for farm operators, encouraging attendance. Open Days usually attract between 100 and 150 people.

#### 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
- An opportunity to place your brochures/promotional items on chairs
- A three-minute elevator pitch during the day
- Up to two members of your staff attending the Open Day
- Logo included on the website and downloadable flyer promoting the event
- Credit in the event review printed in Network News and online
- Social media mentions

	Date	Price for Members
Millets Farm Centre	Wednesday 6 <sup>th</sup> May	£500
Cotswold Farm Park	Thursday 24 <sup>th</sup> September	£500 – <b>SOLD OUT</b>

## OPEN DAY DINNER - WINE SPONSORSHIP - £500

Many delegates travel some distance and arrive the night before the Open Day. NFAN host a networking dinner typically attended by about 50-80 people. There is the opportunity to be the Wine Sponsor for the dinner.

### Benefits include...

- Sole Sponsorship
- A public thank you by NFAN's Chairman at the start of the dinner
- Pop-up banners display stand in the dinner area
- Up to two members of your staff attending the dinner
- Opportunity to place brochures/promotional items on the tables
- Logo included on the website and downloadable flyer promoting the event
- Credit in the Open Day review printed in Network News and online
- Social media mentions

	Date	Price for Members
Millets Farm Centre	Wednesday 6 <sup>th</sup> May	£500
Cotswold Farm Park	Thursday 24 <sup>th</sup> September	£500

## ROADSHOW SPONSORSHIP - £500

The NFAN Roadshow takes place in North Wales for 2020, the event is over 3 days in the middle of June. We will be visiting three or four attractions and spending about 2 - 3 hours at each. The tour involves an overnight stay (or two). Roadshows typically attract about 40 attendees.

### Benefits include:

- Sole sponsorship of the entire event
- A public thank you by NFAN's Chairman
- A three-minute elevator pitch at one of the tour venues and the opportunity to put up a pop-up banner
- Opportunity to have your promotional leaflets in the delegate packs
- A member of your staff being present at the chosen venue, however, you can also pay the delegate fee and join the full tour
- Logo included on the website and downloadable flyer promoting the event
- Credit in the Roadshow review printed in Network News and online
- Social media mentions

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

## CHRISTMAS TOUR - £500

This year will be the first year NFAN runs a Christmas Tour, very similar to the Summer Roadshow but we'll visit venues who excel in Christmas festivities in the South West & South East. We will be visiting three or four attractions and spending about 2 - 3 hours at each. The tour involves an overnight stay (or two). We expect the tour to attract about 40 attendees.

### Benefits include:

- Sole sponsorship of the entire event
- A public thank you by NFAN's Chairman
- A three-minute elevator pitch at one of the tour venues and the opportunity to put up a pop-up banner
- Opportunity to have your promotional leaflets in the delegate packs
- A member of your staff being present at the chosen venue, however, you can also pay the delegate fee and join the full tour
- Logo included on the website and downloadable flyer promoting the event
- Credit in the Roadshow review printed in Network News and online
- Social media mentions

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. If you want to book multiple sponsorship packages, speak to the NFAN office.

Sponsorship packages for the Annual Conference 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](mailto:info@farmattractions.net) or post to: NFAN, 64 - 68 Akeman street, Tring, HP23 6AF

### Payment

Payment must be received to secure your booking via cheque, credit card or BACS  
Cheques made payable to 'NFAN Ltd' should be sent to the address above. Credit Card payments can be made over the phone 03333 44 8987, or pay by BACS: Sort Code: 30-63-64, Account No: 45056568.

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	Mid March
September	12 August	19 August	Early Sept
January	9 December	16 December	Early Jan

High res artwork should be sent to [info@farmattractions.net](mailto:info@farmattractions.net) in the format of pdf or jpg.

Inserts must be sent to NFAN 64 - 68 Akeman Street, Tring, HP23 6AF 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 £325 member/£395 non-member

March 2020 advert       September 2020 advert       January 2021 advert

## Inserts in Network News £325 member/£395 non-member

March 2020 insert       September 2020 insert       January 2021 insert

## Open Day Sponsorship £500

Millets Farm Centre – 6<sup>th</sup> May      **SOLD** Cotswold Farm Park – 24<sup>th</sup> September

## Open Day Dinner – Wine Sponsorship £500

Millets Farm Centre – 5<sup>th</sup> May       Cotswold Farm Park – 23<sup>rd</sup> September

## Roadshow Sponsorship £500

North Wales mid-June\*       Christmas Tour – 1<sup>st</sup> week in December\*

\*Dates to be confirmed

Total Advertising & Sponsorship Commitment      £ \_\_\_\_\_

VAT @20%      £ \_\_\_\_\_

TOTAL      £ \_\_\_\_\_

## Your Details

Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Your Invoice Address: \_\_\_\_\_

\_\_\_\_\_

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: \_\_\_\_\_