

# 2022 CFLCA Annual Sponsorship Branding and Impact Report

## Weekly E-newsletter (*Update*) Logo Placement

| Number of Editions Sent | Recipients | Avg. Open Rate | Industry Avg Open Rate |
|-------------------------|------------|----------------|------------------------|
| English -- 51           | 3,776      | 45.8%          | 16%                    |
| Spanish – 51            | 550        | 46.3%          | 16%                    |

## Member Alert Emails Logo Placement

| Number of Editions Sent | Recipients | Avg. Open Rate | Industry Avg Open Rate |
|-------------------------|------------|----------------|------------------------|
| English -- 8            | 3,776      | 45.8%          | 16%                    |
| Spanish – 8             | 550        | 46.3%          | 16%                    |

## 9-Hour Seminars, Trainings, and Webinars

|   |   |
|---|---|
| Logo on confirmation e-mails (English)                  | 996 unique e-mail confirmations         |
| Logo on confirmation e-mails (Spanish)                  | 350 unique e-mail confirmations         |
| Verbal recognition and logo shown on slide presentation | 44 virtual and in-person events in 2022 |

## Ag Labor Forum (ALF)

|                     |   |
|---------------------|---|
| General Promo       | Logo placement on CFLCA ALF webpages and weekly <i>Update</i> shoutout  |
| Confirmations       | Logo placement on 222 registration e-mail confirmations   |
| Program Booklet     | Logo placement in Ag Labor Forum program booklet  |
| On-site Recognition | Logo placement on ALF event signage   |
| Verbal Recognition  | Verbal recognition and logo shown on slide presentation during two keynote lunches and CFLCA membership meeting |
| Post event          | Logo placement on the website and on follow-up e-mails containing conference resources to all attendees         |

## CFLCA Website

|                     |  |
|---------------------|--|
| Homepage            | Logo placement and links                                   |
| Unique event pages  | Logo placement and links                                   |
| Highlighted listing | Prominent text on CFLCA Ag and FLC Services Providers page |

## Annual Impact Report

|            |                |
|------------|----------------|
| Back cover | Logo placement |
|------------|----------------|