

CFLCA Premium Sponsorship

2021 Branding and Impact Report

Annual Sponsorship Impact

Weekly E-newsletter (Update) -- Logo Placement

	Recipients	Avg. Open Rate	Industry Avg Open Rate
English -- 51	3,320	36%	16%
Spanish – 51	439	37%	16%

9-hour seminars, Ag Supervisor Development Program, and Webinars

Logo on confirmation e-mails (English)	1,553 unique e-mail confirmations
Logo on confirmation e-mails (Spanish)	547 unique e-mail confirmations
Verbal recognition and logo shown during slide presentation	69 virtual and in-person events in 2021
Sponsor recognition during class and at lunch break	

CFLCA Website

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

Annual Impact Report

Back cover	Premium logo placement
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Ag Labor Forum Sponsorship Impact

General Promo	Website logo, weekly <i>Update</i> shoutout and postcard distribution to 4,900 addresses
Confirmations	Logo placement on 210 registration confirmations
Post event	Logo recognition on the website and thank you e-mails to all attendees
Class Recordings	Logo rotation throughout recording
Exhibitor Space	Booth with available links, documents, and engagement opportunities
Main Lobby	Clickable and rotating logo throughout event
Event Sessions	Clickable and rotating logo throughout event