



2019 SPONSORSHIP OPPORTUNITIES



Onondaga
County
Agriculture
Council



The 4th Annual ON Farm Fest September 21st, 2019



Reach Thousands of Local Families and Supporters of the “Buy Local” Movement in a Fresh, Authentic Way...Right ON the Farm!

The 4th annual ON Farm Fest is Saturday, September 21st 2019. You're invited to align your organization with a free day of family-friendly farm tours and fun...and the chance to reach over **8,000 visitors** who will enjoy:

- Interactive, educational tours led by agriculture professionals
- Free giveaways including educational coloring books, crayons, stickers, tote bags, and refreshments
- Performances by local musicians
- Food available for purchase from food trucks and direct from farms

From the 600+ farms in Onondaga County, a committee of agriculture experts carefully selected **11 farms** that offer the best possible visitor experience.

The event connects visitors with Onondaga County's rich agricultural resources. It's a fun experience that inspires and delights.

Visitor Feedback From 2017 & 2018 ON Farm Fest



Theresa T Engle

September 12 at 11:07am · Syracuse, NY · 🌐

4 kids and 3 adults visited 3 of the farms: River Ridge Farm, Emmi Farm and Silver Spring Farm. We got a tour at every location. The kids got to pet cows, see how tomatoes are packaged and (the best part) drank lots of milk. Thank you OnFarmFest for providing this fun day.



Amie Powers Reed is with Paco Gary Reed Jr.

September 9 at 3:23pm · Liverpool, NY · 🌐

We learned so much from the 4 farms we visited. Thank you for all the advertising. Buy local!!!



“Loved being able to expose my kids to a working farm so they know where their food comes from. Tour was fantastic.”

-Visitor to Silver Spring Dairy Farm

“We were very impressed by the wool table, it was really exciting for the kids to feel the wool and see the animals.”

-Visitor to Bentwood Alpacas



“This was awesome! So informative, beautiful operation.”

-Visitor River Ridge Dairy



“A nice tour, really kid friendly.”

-Visitor to Emmi Farm

“The owner was patient with questions, knowledgeable, very kind and accessible. My kids 12 & 3 years old loved it...me too.

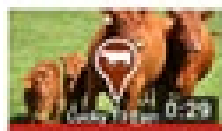
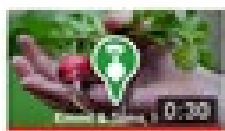
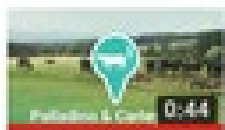
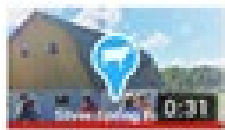
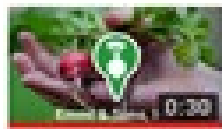
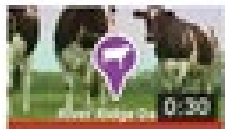
-Visitor to Silver Spring Dairy Farm



ON Farm Fest Connects Beyond the Farm...



FREE Event 11 Farms Open for Tours



The ON Farm Fest Event is One Day...But the Promotional Campaign Lasts an Entire Month!

While the event itself is just one day, a multi-media promotional campaign for ON Farm Fest runs a month prior. The 2019 campaign expands upon the 2018 campaign, which delivered the following reach:

- Radio Ads on 5 Top-Rated Local Stations: Reach 350,000+
- TV Ads on Channels 3, 7, 9 and 10: Reach 500,000+
- Billboard on 690: Reach 500,000+
- Facebook Advertising: Reach 80,000+
- YouTube Video Tours of Each Farm: Reach 2,000+
- www.ONFarmFest.com Website: Reach 20,000+
- Thousands of ON Farm Fest Brochures and Posters Distributed throughout the Community & at the NYS State Fair: Reach 50,000+
- Additional Media Coverage: Bridge Street, Radio Interviews, and More

2018 ON Farm Fest Sponsor Opportunities



Title Sponsor: \$10,000

- The “(Presenting Sponsor Company Name) ON Farm Fest” to be included in all media and on all promotional items (brochures, signage, t-shirts, giveaway items)
- Opportunity for company figurehead to voice a commercial for the campaign
- Social media thank you at all 5 iHeartMedia station pages (over 130,000 Facebook followers total)
- 5 social media mentions at the Onondaga Grown Facebook page
- Company logo at event website on homepage
- Opportunity to have a “booth” presence and give away company information at each farm

Presenting Sponsor: \$7,500

- “ON Farm Fest presented by (Sponsor Company Name)” to be included in all media and on all promotional items (brochures, signage, t-shirts, giveaway items)
- Social media thank you at all 5 iHeartMedia station pages (over 130,000 Facebook followers total)
- 3 social media mentions at the Onondaga Grown Facebook page
- Company logo at event website on homepage
- Opportunity to have a “booth” presence and give away company information at each farm

Participating Sponsors: \$2,500

- Sponsors to be included in brochures, signage, t-shirts, giveaway items and tagged on at least one series of radio commercials at the end of the spot
- 2 social media mentions at the Onondaga Grown Facebook page
- Company logo at event website on homepage

Thank a Farmer: \$500

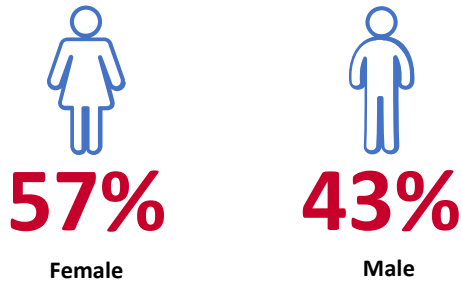
- Companies and organizations can participate in ON Farm Fest by voicing a 15 second “thank you to Onondaga County farmers” message from your company.



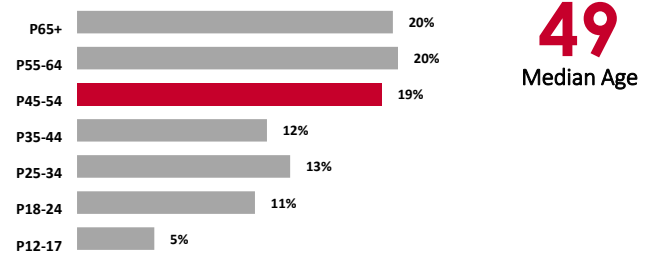
Reach the Greater Syracuse Community Through 5 Top Radio Stations



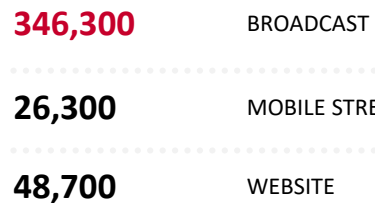
GENDER COMPOSITION



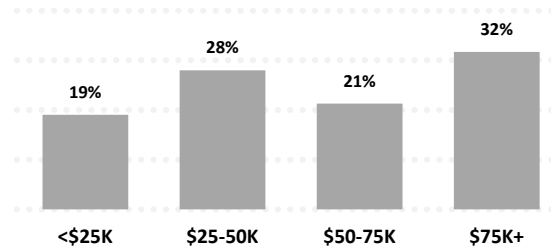
AGE COMPOSITION



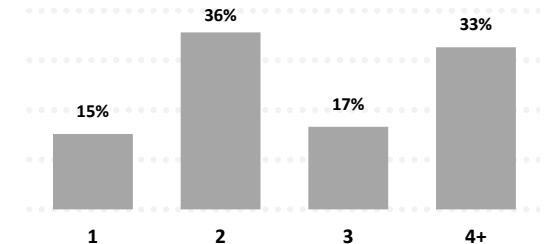
MONTHLY REACH



HOUSEHOLD INCOME PROFILE








PERSONS IN HOUSEHOLD



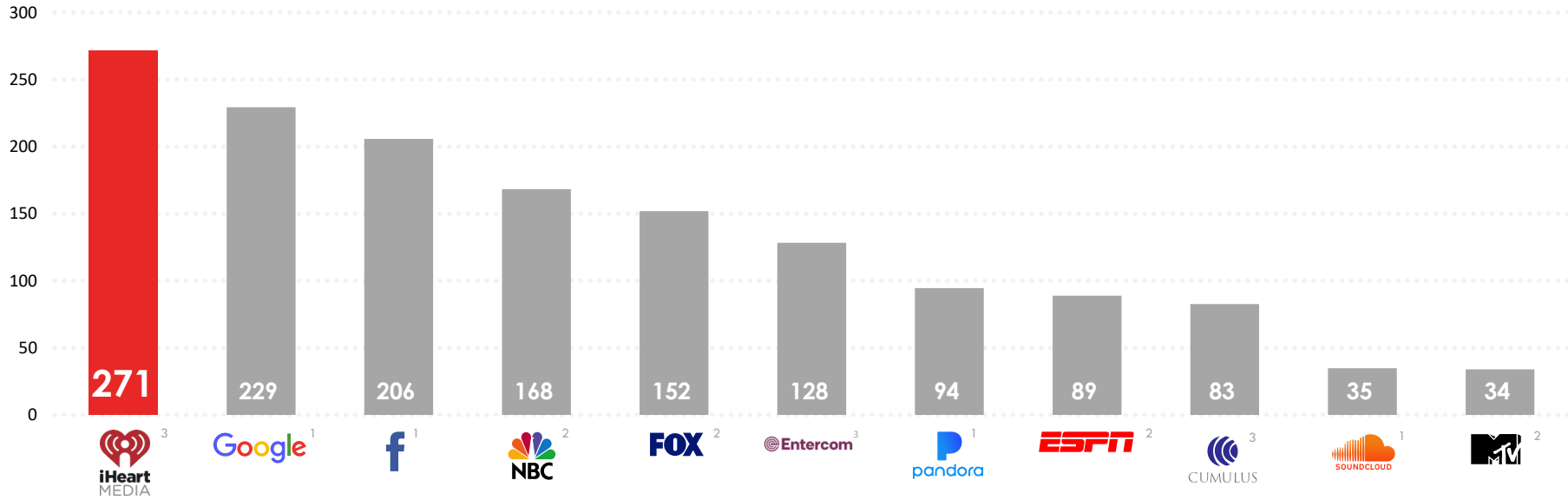


Get to Know Our 5 Syracuse Radio Stations

STATION INFORMATION	Cluster 12+ Cume: 283,100					
	Call Letters	WBBS-FM	WWHT-FM	WYYY-FM	WHEN-AM	WSYR-AM
	Dial Position	104.7	107.9	94.5	620	570
	Format	Country	Pop CHR	Adult Contemp.	Urban AC	News/Talk
	Brand	B104.7	HOT 107.9	Y94	Power 620	News Radio 570 WSYR
	Slogan	Syracuse's Country Station	All The Hits Syracuse	Syracuse's Variety Station	Today's R&B and Old School: Syracuse	Syracuse's News, Weather & Traffic
	Website	b1047.net	hot1079.com	y94fm.com	power620.com	wsyr.com
AUDIENCE M-SU 6A-12M	Weekly Cume	119,200	96,000	77,400	12,200	63,100
	Target Listener					
	Median Age	48	29	48	52	60
	AQH Gender Comp	M42% F58%	M38% F62%	M25% F75%	M36% F64%	M61% F39%
DIGITAL AUDIENCE	Mobile Streaming Listeners	8,600	7,100	2,900	2,100	6,700
	Unique Site Visitors	29,000	7,900	4,400	2,100	16,900
	Facebook Likes	108,900	15,400	3,700	1,500	2,300
	Twitter Followers	2,000	6,400	700	400	1,700



**iHeartMedia is America's #1 Media Company,
Reaching 271 Million People Per Month**



REACH



271M

Listeners
On-air Every
Month

EXTEND



110M

Registered Users
Through Digital
& Mobile

CONNECT



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Connected
Devices

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& Formats

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