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-FOR IMMEDIATE RELEASE-

Organic FarmFest: Be a Part of It

Centre Hall, PA—Join thousands of regional farmers, backyard gardeners, and families celebrating organic and sustainable living at the 2nd Annual Pennsylvania Organic FarmFest on August 2nd & 3rd at the Grange Fairgrounds in Centre Hall, PA. FarmFest seeks event sponsors, farmers, artisans, and food vendors for 2013.

Hosted by Pennsylvania Certified Organic (PCO), FarmFest offers a number of opportunities for businesses and organizations to connect with a broad and diverse audience in its Exhibit Hall, Organic Classroom, Handmade & Homegrown Market, Organic Kidspace and more.

FarmFest is a fun and free community-building event that fosters knowledge of organic agriculture and sustainable living through educational opportunities, local foods, lively entertainment, and interactive events.

In its first year, FarmFest attracted a crowd of more than 2,000 attendees including farmers, backyard growers, consumers, and families. In hosting a diverse set of educational workshops, live music, food and craft vendors, exhibitors, and children's activities, it was truly a celebration of the ever-broadening organic community.

This year, FarmFest promises to attract an even bigger audience. PCO and FarmFest organizers invite organizations, farmers, artisans, restaurants, and more to be an integral part of making FarmFest a great success in 2013.

Commit to your sponsorship as soon as possible to make the most of your benefits. **Title sponsorships** give your organization "ownership" of an event such as an educational workshop or festival venue. Title sponsorship opportunities range from \$2,500-\$3,500 and provide the best value for an organization wishing to maximize their visibility through FarmFest. Along with having the organization's name solely associated with an event or venue, title sponsors receive the full benefits outlined in the lower levels of sponsorship.

Other sponsorship levels and benefits are outlined below:

FarmFest Steward (\$1001-\$2000 Contribution)

- Placement of organization's logo on promotional materials including volunteer t-shirts, print ads, posters, and the FarmFest website and social networking sites;
- Hosting of an indoor 10 x10 exhibit space, including electricity
- Access to the hospitality tent, with organic snacks and drinks.
- 1/4-page ad in Organic Matters 2013 issue
- 1-year business-level membership to PCO
- Special recognition in PCO's eMarketplace newsletter.

Golden Egg (\$501-\$1000 Contribution)

- Placement of your organization's logo on Volunteer t-shirts and PCO website.
- Hosting of an indoor 10 x10 exhibit space
- Access to hospitality tent, with organic snacks and drinks.
- Special recognition in PCO's eMarketplace weekly newsletter
- Listing of organization on FarmFest website as an exhibitor with live link

Exhibitor-Level Sponsor (\$250-\$500 Contribution)

- Hosting of an indoor 10x10 exhibit space, complete with electricity
- Special recognition in PCO's eMarketplace weekly newsletter
- Listing of organization on FarmFest website as an exhibitor with live link

Sponsorship is just one of many paths to FarmFest involvement. The festival's **Homemade & Homegrown Market** invites farmers and handcraft artisans to sell their wares in a shaded outdoor area where shoppers will be entertained by live music. Vendor fee is \$50.

Restaurants and food trucks specializing in local, organic, and sustainable food are also invited to be part of the very popular **Organic Food Court**.

FarmFest is also looking for tax-deductible contributions of Silent Auction items, in-kind sponsorships, workshop leadership and more!

For more information, contact FarmFest Coordinator, Erin McCracken, at ecovents@gmail.com or 512/576-4831 or Kathryn Tokarz, PCO Managing Assistant, at Kathryn@paorganic.org or 814-422-0251. To register and read more about these opportunities, visit the FarmFest website: farmfest.paorganic.org.

About Pennsylvania Certified Organic

[Pennsylvania Certified Organic](http://paorganic.org) (PCO) is a USDA-accredited organic certifying agency that educates and certifies growers, processors and handlers of organic crops, wild crops, livestock and livestock products in Pennsylvania and adjoining states.

PCO's mission is to assure the integrity of organic agricultural products through education, inspection, and certification of growers, processors and handlers. PCO provides services to operations based in Pennsylvania and the surrounding mid-Atlantic

region.

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