

Northeast Organic Dairy Producers Alliance



May 12, 2010

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Dear NODPA Members, Friends and Supporters,

NODPA's Field Days marks its 10th anniversary on October 7th and 8th at the Maine Organic Farmers and Gardeners Association's (MOFGA) Common Ground Fairgrounds and Education Center in Unity, Maine and we are planning a great event.

This 10th Annual Field Days event focuses on the hottest topics in the Organic Dairy Industry, including the Final Rule on Access to Pasture; supply management discussions and presentations from an international panel of experts; and an extended focus on renewable energy on the dairy farm.

We are excited to welcome Miles McEvoy, Deputy Administrator of the USDA's National Organic Program as our keynote speaker. He'll also lead a Q & A session on the Final Access to Pasture Rule on Friday morning.

Lawrence Andres, highly regarded organic dairy farmer and owner and president of Harmony Organic Processing, Ontario, Canada, will join the supply management discussion as well as address the group on nurse cows and innovations in cow comfort. Maine's rich history of cutting edge renewable energy projects will be on display as we feature the best of these projects, specifically as they pertain to organic dairy farmers and that are most practical in economically challenging times. And, Mary Ann Hayes, executive director of Maine Rural Partners, will help participants 'think outside the energy box' when she addresses our group.

We are fortunate to have access to so many innovative renewable energy and energy efficiency projects, displays and mini-workshop opportunities in Maine, so we have changed our opening day format to include a full afternoon of these learning activities at the MOFGA fairgrounds rather than traveling long distances to each site. It will greatly enhance information sharing as well as expand the scope of our tradeshow. (Please see the agenda that is included with this letter for further details.)

Throughout the past ten years, we always hear that one of the most important reasons farmers and their families travel to Field Days is to get to see one another, learn about new resources, network, share ideas and the latest gossip. The great fresh, local organic food doesn't hurt either!

NODPA works hard to keep Field Days free for dairy producers, transitioning farmers, and their families, and we look to our partners to make this and the work of NODPA possible.

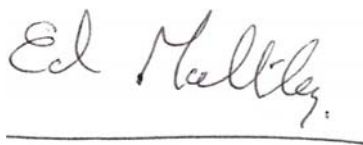
By sponsoring Field Days, you directly contribute to this important educational opportunity for all organic dairy producers, while at the same time promoting and providing information about your organization.

The Northeast Organic Dairy Producers Alliance (NODPA) is an alliance of organic dairy producers whose mission is to enable organic family dairy farmers to have informed discussion about matters critical to the wellbeing of the organic dairy industry as a whole. Our annual Field Days event is one way NODPA brings its members together to network and learn. We appreciate your support for organic dairy family farms.

Sponsors, supporters and tradeshow participants will have enhanced exposure this year because of the newly added NODPA website banner advertising benefit and, for those committing by June 15th, additional exposure in July's NODPA News. There are a number of ways that you can support this event, as **sponsor, supporter and donator**; and your organization can participate as an **exhibitor**. At every level of support, you will have the opportunity to educate Field Day participants about your business or organization and your support will be noted in all web-based and print material. *Please see the attached fact sheet for all of the benefits and details of sponsorship of Field Days, including our new early bird benefits.*

To sponsor the Field Days, make a donation or reserve a place at the trade show, please complete the enclosed form and return it via mail or email to noraowens@comcast.net. In order to be listed on all print and web-based materials, we must receive this information by August 1, 2010. **Early bird sponsors and supporters will receive additional online banner advertising at the NODPA website if their paperwork is returned by June 15, 2010.** We hope to hear from you shortly, but please call or email Nora Owens, Field Days Coordinator, if you have any questions (phone: 413-772-0444 or email: noraowens@comcast.net).

Warm Regards,



Ed Maltby
NODPA Executive Director



Henry Perkins
NODPA Board President

NODPA Field Days, October 7 & 8, 2010 MOFGA's Common Ground Fairgrounds, Unity, ME

SPONSORSHIP OPPORTUNITIES & TRADESHOW INFORMATION

NODPA is seeking support from our dedicated partners in the form of monetary and in-kind sponsorship in order to create an event that is fully educational, well-run and affordable. By sponsoring this event, your organization will be supporting family farms in the Northeast that farm organically to improve our environment and support the next generation of organic family farmers. Please provide us with your information on the enclosed sheet and **submit it by Monday, August 2, 2010 in order to be included in the Field Days Brochure and September's NODPA News.**

At the **Lead Sponsor level (\$3000 and above)** you can expect the following:

- Special recognition at the Field Days and in all materials prior to the event (prominent mention in press releases and media, as well as preferred name and logo placement in all signage, print and web based materials)
- Business/organization logo and/or name listed in all printed and web based materials as Lead Sponsor for the event (on signage, in thanks from NODPA board, with Lead Sponsors at the top of the signage and 1st to be acknowledged)
- Featured in more than 5000 Field Days brochures mailed and distributed at other farming events
- Logo and listing in the September *NODPA News* prior to the event and in the November *NODPA News* immediately after the event
- Prominent logo and listing in NODPA's monthly e-newsletter for August, September and October
- **New this year:** NODPA website banner advertisement for three months, including links to your website (advertising value: \$375; NODPA's website gets about 3000 new visits per month)
- 1 Trade Show Table with registration and meals
- 2 Registrations with meals
- **Early Bird Bonus: Return your sponsor forms by June 15, 2010 and receive an additional 2 months of website banner advertising (a \$250 value).**

At the **Sponsor level (\$1001 to \$2999)** you can expect the following:

- Business/organization logo and/or name listed in all printed and web based materials as Sponsor for the event (on signage, in press releases and media)
- Acknowledgement at Field Days (signage and thanks from NODPA board) at Field Days
- Featured over 5000 Field Days brochures mailed and distributed at other farming events
- Logo and listing in the September *NODPA News* prior to the event and in the November *NODPA News* immediately after the event
- **New this year:** NODPA website banner advertisement for two months, including links to your website (advertising value: \$250; NODPA's website gets about 3000 new visits per month)
- 1 Trade Show Table with registration and meals
- 1 Registration with meals
- **Early Bird Bonus: Return your sponsor forms by June 15, 2010 and receive an additional month of NODPA website banner advertising (a \$125 value).**

At the **Supporter level (up to \$1000)** you can expect the following:

- Business/organization name listed in all print and web based materials as a Field Days supporter
- Logo and listing in over 5000 Field Days brochures mailed or distributed at other farming events
- Listed on all Field Days signage at the event
- Public thanks by NODPA board at Field Days
- Listing in the September *NODPA News* prior to the event and in the November *NODPA News* immediately after the event
- **Early Bird Bonus: Return your supporter forms by June 15, 2010 and receive a month of NODPA website banner advertising (a \$125 value; NODPA's website receives 3000 new visits per month).**

Trade Show Information and Application

NODPA will again offer its annual Field Days Trade Show which brings together businesses and non-profits to offer practical solutions and information to enhance our participants' farm businesses. The tradeshow, located in the main meeting site, will be open to participants for the whole event, allowing ample time for everyone to visit the trade show and talk with the vendors. A full table (6') is \$500 and a half table (3') is \$300.

Trade show space is limited and is offered on a first-come-first-served basis. Please complete the trade show application (enclosed) and **return no later than Monday, August 2, 2010** to:

Nora Owens, NODPA Field Days Coordinator
30 Keets Road
Deerfield, MA 01342

Food and Product Donation

The generous support from NODPA's dedicated partners has allowed us to serve delicious meals and have a terrific drawing for product door prizes. If you are **donating food products**, your product will be showcased at every meal, with your company logo prominently displayed on placards at each table. If you would like to **donate product for a door prize**, your product will be prominently displayed for review at the trade show for the length of the Field Days. To assist us with planning, please complete the Food and Product Donation section (enclosed) and call or email Nora Owens if you have further questions or need additional information (noraowens@comcast.net, 413-772-0444).

Deadlines:

If you would like to be listed in Field Days Brochure and in the nationally distributed *NODPA News*, we must receive your information by **Monday, August 2, 2010**.

Questions?

If you have any questions about any of the ways you can support NODPA's Field Days, please call Nora Owens, Field Days Coordinator, at 413-772-0444, or send email to noraowens@comcast.net .

Thank you for supporting NODPA's 10th Annual Field Day!

Sponsorship/Trade Show/Product Donation Form

**Northeast Organic Dairy Producers Alliance (NODPA) 10th Annual Field Days, October 7 & 8, 2010
MOFGA's Common Grounds Fairground, Unity, Maine**

Yes! I would like to support the 10th Annual NODPA Field Days Event!

Name/Company Name: _____

Address: _____

Phone number: _____ Fax number: _____

E-mail address: _____ Web site: _____

If you would like to be listed in the nationally distributed *NODPA News*, September edition, and the Field Days brochure, we must receive your information no later than Monday, August 2, 2010.

Sponsor or Support NODPA Field Days (please check):

For complete description of benefits, please see the enclosed Sponsorship Opportunities sheet

Lead Sponsor (\$3000 and above) _____ Yes, I will use a trade show table _____

(Includes complementary trade show table and three registrations with meals; prominent logo and name displayed in all print and web based materials, prominent logo and listing in September and November NODPA News, and August, September and August NODPA e-newsletters; NODPA website banner advertising, 3 months, plus 2 months for early bird sponsors)

Sponsor (\$1001 - \$2999) _____ Yes, I will use a trade show table _____

(Includes complementary trade show table and 2 registrations with meals; logo and name display in all print and web based materials, logo and listing in September and November NODPA News; NODPA website banner advertising, 2 months, plus an additional month for early bird sponsors)

Supporter (up to \$1000) _____

(Includes name and logo in Field Days brochure, listing in all print and web based materials, listing in the September and November NODPA News; early bird bonus: one month of NODPA website banner advertising.)

Early bird bonus: send in sponsor or supporter forms by June 15, 2010 and receive up to 2 additional months of NODPA website advertising with links to your website, up to \$250 in value.

Food and/or Product Donation (can be sent to the address below, or brought to Field Days)

_____ Please accept our food donation of _____ for the Field Days meals and snacks

_____ Please accept our product donation of _____ for the door prize drawing

Trade Show: space is limited, so please reserve early.

Please reserve the following trade show space for me for Thursday, October 7th and Friday, October 8th. I understand that set-up can take place by 9 am on Thursday morning and break down can occur after 3 pm on Friday.

Please check: Full Table, 6' (\$500) _____ Half Table, 3' (\$250) _____ I will need electricity _____

Payment

Credit Card: Visa _____ MasterCard _____

Name on card: _____ Billing Address: _____

Card Number _____ Expiration date: _____ Security Code: _____

Please make checks payable to NODPA and send to:

Ed Maltby, NODPA Executive Director
30 Keets Road, Deerfield, MA 01342

Telephone: 413-772-0444

Fax: 866-554-9483

Email: ednodpa@comcast.net