



# Sponsorship Opportunities

5-Part Event Series “Compost Cafe Live”

## About the Event Series:

OHOC is organizing 5 events taking place in different composting locations throughout Ohio. We are bringing together different stakeholders in organics recycling to create community, for networking, education, and to shine a light on all the great things that are happening around compost and organics recycling in Ohio.

These events will be temporary spaces of buzzing opportunities for composting and its supporters.

The timeframe for the event series is July 2023/24 with the first event confirmed on September 21st at the Food Bank in Dayton. Other locations include Rust Belt Riders, Andre Farms and Ecoverse.

## Detailed overview of target audiences and event participants

- Master Gardeners and Master Composters
- Municipalities
- Horticulturists, greenhouse growers and plant nurseries
- Farmers and farm composters
- Ohio EPA's registered and exempt composting facilities
- Schools (teachers and administrative personnel)
- Educators / Researchers (soil fertility, microbiology, water protection)
- Compostable products manufacturers/distributors
- Equipment manufacturers
- Community composters
- Community gardeners / urban farmers
- State and local decision makers (legislators, city council members, city administrators)
- Regulators (Ohio EPA and health department inspectors, zoning officials)
- Nonprofit organizations (food banks and pantries, food rescue)
- Solid Waste Management Districts

## What does your sponsorship pay for?

1. We use your financial support to create and publish multimedia content
2. Your sponsorship also goes towards the paid ads budget
3. We will use paid ads to boost the event registration page
4. And we will use paid ads to distribute the content afterwards.
5. Your sponsorship is in direct proportion to the additional publicity that we can generate through paid media, for the OHOC Compost event series.

## Single Event Sponsorship

Quick overview - [Specifics for each sponsorship package are outlined in the Details section below.](#)

### 1. Bronze Sponsorship - \$250

- Includes visibility in OHOC's organic social media content
- Guaranteed visibility in our social media ads (facebook, instagram, linkedin)

### 2. Silver Sponsorship - \$750

- Includes everything in the Bronze level
- 3x Mentioning of your brand in OHOC's email campaign
- Ability to display marketing material at the event.

### 3. Gold Sponsorship - \$1,000

- Includes everything in the Silver level
- Hang a banner at the event location
- Mentions in the live-streamed recording and in redistributed content from the live-streamed recording.
- Redistributed content from the live-streamed recording for 1 event.
- OHOC social media channels 5 social media postings.

## 5-Event Series Sponsorship

### 1. Bronze Sponsorship - \$1,000

- Includes visibility in OHOC's social media content and guaranteed visibility in social media ads to an audience of 50k across all 5 events.

## 2. Silver Sponsorship - \$3,500

- Includes everything in the Bronze level, plus mentions in OHOC's newsletter and the ability to display marketing material at all 5 events.

## 3. Gold Sponsorship \$4,000

- Includes everything in the Silver level, plus mentions in the live-streamed event and in the recordings. Redistributed content from the live-streamed recording for all 5 events through social media channels in 25 social media postings.

# Details

## Bronze Sponsorship

- As a Bronze Sponsor, your brand will gain visibility through OHOC's social media content surrounding the event, and our ads will be guaranteed to generate 10k impressions per event.
- Our target audience is in Ohio and will be selected based on our stakeholder groups.
- We display your brand on the event registration landing page with a link to your website. The backlink will continue when the event is archived.

## Silver Sponsorship

As a Silver Sponsor, you'll receive all benefits of the Bronze level and:

- Your brand will be mentioned in OHOC's newsletter, which is distributed to a wide audience in the Ohio organics industry. Get mentioned in other newsletter sent through our event partners.
- Additionally, you will have the opportunity to display a banner or other marketing material at each event that you sponsor.

## Gold Sponsorship

As a Gold Sponsor, you will receive all benefits of the Silver level and:

- Your brand will be mentioned in the live-streamed recording of the event, which reaches an extensive online audience.
- Additionally, your brand will be mentioned in the redistributed content from the live-streamed recording, further amplifying your visibility.

- Usage rights for the recording to be used on your own social media channels
- We create 5 unique OHOC & Your BRAND co-branded content outputs for each event that you sponsor. Use those on your website, social media or other formats of your choice.
- Our content team will also export short sequences from the panel discussion, Q&A session and other filmed activities. Those clips will be posted over the course of the next year on OHOC social media channels, ensuring prolonged exposure after the event.

## Terms and Conditions for Sponsorship & Payment Modalities

### Payment Terms

Payment for the sponsorship must be received in full by OHOC before any benefits of the sponsorship can be provided. Payment is due within 10 days of the invoice date unless otherwise specified.

### Payment Methods

You will receive a digital invoice that can be paid by credit card.

### Sponsorship Confirmation

Upon receipt of the Sponsorship Agreement and payment, a confirmation of the sponsorship will be sent along with a receipt.

### Payment Deadline for Single Event Sponsorship

To ensure inclusion in all promotional materials and activities for the single event on September 21st, the deadline for payment and receipt of all sponsorship materials (logos, ads, etc.) is July 21st, 2023.

### Payment Deadline for 5-Event Series Sponsorship

For sponsors committing to the entire 5-event series, the deadline for payment and receipt of all sponsorship materials is July 21st, 2023, to ensure inclusion in all promotional materials and activities for the entire series.

## Cancellation Policy

In case of cancellation by the sponsor, the following refund policy applies: Cancellations received 60 days prior to the event will be refunded 50% of the sponsorship fee. No refunds will be made for cancellations received after that time period. No refunds will be made for expenses that have already been paid for.

## Force Majeure

In the event that the OHOC is unable to perform any of its obligations under this agreement due to natural disasters, strikes, trade disputes, fires, acts of terrorism, or other causes beyond its reasonable control, OHOC will not be held liable for any damages, monetary or otherwise.

## Newsletter Inclusion

To be included in the first newsletter related to the events, sponsorship confirmation and all relevant materials must be received no later than July 21st, 2023. We highly encourage you not to miss this opportunity for increased visibility and promotion.

These terms and conditions are binding upon receipt of the sponsorship payment. Your cooperation in adhering to these deadlines is greatly appreciated and will ensure a successful partnership. If you have any questions about these terms, please contact OHOC directly.

## Contact

For further information and to secure your sponsorship opportunity please contact our event planner:

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More information about the Ohio Organics Council is at:

[www.ohorganics.org](http://www.ohorganics.org)