



SPONSORSHIP OPPORTUNITIES

Newfoundland & Labrador
Federation of Agriculture



VERSION MAY 2026



ABOUT NLFA

The Newfoundland and Labrador Federation of Agriculture (NLFA) is a non-profit organization that represents and advocates for farmers and farm groups across the province. Our motto is "farmers for farmers" and our mission is to lead the advancement of a diverse, successful, and sustainable agriculture industry in Newfoundland and Labrador.

WHO WE REPRESENT



DAIRY FARMERS OF
NEWFOUNDLAND AND LABRADOR





WHAT WE DO

- Advocate for farmers at the provincial and national levels
- Deliver programs and initiatives that support farmers, strengthen the industry and grow public awareness
- Connect the public to local agriculture and local food
- Host events such as the Agriculture Expos, Agriculture Industry Symposium, community engagement sessions, educational, webinars, and more



NLiving Lab
AGRICULTURAL CLIMATE SOLUTIONS



OUR IMPACT

13,000+

People attended two 2025 Ag Expos in Corner Brook & Grand Falls-Windsor (combined)

360,000+

Digital impressions in 2025 (4,321 Facebook followers, 866 Instagram followers)

33,843

Page views on nlfa.ca in 2025

101,840

Student experiences for AITC-NL events/initiatives/events in 2025/26 school year.

354

Classroom gardens across the province (180 Little Green Thumbs, 174 Little Green Sprouts - 2025/26)

125

Farmers and stakeholders attended Agriculture Industry Symposium 2025

94

NLFA Members (84 Industry, 10 Associate)

300

NL Young Farmers Members

8

Farmers involved in NL Living Lab trials

120+

Calls to the AgriCare NL National Farmer Crisis Line since July 2024

40+

Mental health counselling sessions provided

\$100,000

Available per applicant through the On-Farm Climate Action Fund (to March 2028)

WHY PARTNER WITH US?

- Align your brand with local food and sustainability
- Reach farmers, rural communities, and engaged consumers
- Gain visibility through events, campaigns, and media
- Demonstrate meaningful support for the Newfoundland & Labrador agriculture sector





HARVEST PARTNER \$20,000+

LEADING THE GROWTH OF AGRICULTURE IN NL

Our Harvest Partners play a leadership role in advancing NLFA's work and are recognized as key contributors to the province's agriculture sector.

Benefits may include:

- Customized partnership opportunities tailored to align with your organization's goals
- Prominent logo placement on NLFA website and in the annual report
- Recognition across all major NLFA events and initiatives
- Dedicated partner spotlight across social media (posts, stories, reels) and NLFA newsletters
- Co-branded storytelling and content opportunities, including campaign features, Agriview editorial content, and sponsored series (e.g., "Presented by..." or Who's on the Farm)
- Advertisement placement in Agriview (up to \$900 value for ½ Page)
- Opportunity to co-brand event materials, swag, or campaign assets
- Invitation to exclusive networking opportunities and stakeholder events
- Opportunity to attend and/or speak at select NLFA events
- Invitation to behind-the-scenes experiences (farm visits, program access, campaign participation, roundtables)
- Recognition in press releases and Agriview articles, where appropriate
- Opportunity to partner on Agrivantage member benefits

CULTIVATE PARTNER \$10,000-\$19,999

HELPING PROGRAMS, PEOPLE, AND PARTNERSHIPS THRIVE

Cultivate Partners support the continued growth of NLFA programs and help expand our reach across the province.

Benefits may include:

- Tailored partnership opportunities aligned with your organization's goals
- Logo recognition on NLFA website and in the annual report
- Recognition at select events and initiatives
- Recognition in Agriview and NLFA communications, where appropriate
- Partner spotlight through social media and NLFA newsletters
- Opportunity to participate in select co-branded campaigns or storytelling
- Opportunity for co-branded event materials or swag, where applicable
- Invitation to select networking opportunities and events
- Opportunity to be included in the Agrivantage benefits program



ROOTS PARTNER \$5,000-\$9,999

STRENGTHENING THE FOUNDATION OF OUR AGRICULTURE INDUSTRY

Roots Partners contribute to the strength and stability of NLFA's work and the broader agriculture community.

Benefits may include:

- Name/logo listed on NLFA website and in the annual report
- Recognition at select events and initiatives
- Group recognition through NLFA social media channels
- Inclusion in partner acknowledgment communications (e.g., newsletters or thank-you campaigns)
- Opportunity for limited participation in campaigns or materials, where appropriate

SEED PARTNER \$1,000-\$4,999

SUPPORTING THE FUTURE OF LOCAL AGRICULTURE

Seed Partners help plant the seeds for continued growth, innovation, and connection within the industry.

Benefits may include:

- Name/logo listed on NLFA website
- Inclusion in the annual report
- Recognition as a supporter through annual partner acknowledgment (e.g., group thank-you or campaign)

EVENT PARTNERSHIPS

In addition to tiered sponsorship, partners may choose to support specific NLFA events, including:

- Agriculture Industry Symposium
- Agriculture Expos
- Community Connects
- Additional events and initiatives throughout the year



CUSTOM SPONSORSHIP OPPORTUNITIES

Looking for something unique? We're happy to build a sponsorship package that aligns with your organization's goals.

Benefits may include:

- Branded campaigns
 - Giveaways and swag
 - Media and campaign collaborations
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**LET'S GROW SOMETHING
STRONG – TOGETHER.**

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