



## 2021 INDUSTRY OPPORTUNITIES

### WESTERN ORGANIC DAIRY PRODUCERS ALLIANCE

Maximize your business and product exposure by reaching organic dairy farms throughout the Western United States. By working with the Western Organic Dairy Producers Alliance (WODPA), you'll have the opportunity to support your dairy customers, reach a broad range of industry stakeholders, and connect with WODPA's networks and collaborators. WODPA has adapted to utilize our virtual platforms throughout the upcoming year. Created new opportunities to effectively share your products and services with our growing network.

These new engagement opportunities include:

- **Becoming a 2021 Associate Member for added exposure**
- **Advertising through our annual printed Integrity Newsletter**
- **Sponsoring a Lunchtime Learning Webinar**
- **Electronic Advertising through our e-newsletter**
- **Becoming an Annual Conference Sponsor**

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### **2021 ASSOCIATE MEMBERSHIP LEVELS:**

#### **Platinum Level Associate Membership: \$1,500 per year**

- Your logo will be located on WODPA's home page listed as Platinum Member, with a yearlong link to your website
- An eye-catching large sized company logo located on Associate Member page, company description and link to your site
- Reoccurring recognition of your Platinum Membership in WODPA's correspondence and social media
- Your business logo included in all WODPA E-Newsletters with a link to your company's website
- A free 1/4 page advertisement in our annual printed Integrity Newsletter
- Highlighting of your premium membership on our Social Media platforms with the ability to share new product offerings
- Receive the WODPA E-Newsletter and printed annual Integrity newsletter
- Your company listed as a Platinum Associate Member supporter in Conference promotional materials

#### **Gold Level Associate Membership: \$750 per year**

- An eye-catching medium sized company logo located on WODPA's Associate Member webpage with your company description and link to your website
- Reoccurring recognition of your Gold Membership in WODPA's correspondence and social media
- Your business logo included in all WODPA E-Newsletters with link to your company's website
- Receive the WODPA E-Newsletters and printed annual Integrity Newsletter
- Social Media feature on our platforms with links to your company's homepage
- Your company listed as a Gold supporter in Conference promotional materials

#### **Associate Member: \$300.00 per year**

- Reoccurring recognition of your membership in all of WODPA's correspondence and social media platforms
- Your business listing on our e-Newsletters and on our website with link to your company's homepage
- Receive the WODPA E-Newsletters and printed annual Integrity Newsletter
- Your company listed as an Associate member in Conference promotional materials

### **INTEGRITY PRINTED ANNUAL NEWSLETTER:**

Advertise in one 2021 annual Integrity printed newsletter and reach 285 organic dairy families located in the Western States. With organic dairy industry circulation to over 450 stakeholders, including organic dairy farms, companies and industry serving the organic dairies, processors, certifiers, resource professionals, consumers plus much more.

## **Integrity Advertisement Pricing:**

<b>Advertisement Size</b>	<b>Ad Cost</b>	<b>Dimensions</b>
Full Page	\$600.00	7.5 W x 9.25 H
Half Page - Back Cover	\$500.00	7.5" W x 4.5" H
Half Page	\$375.00	7.5" W x 4.5" H
Quarter Page	\$250.00	3.5" W x 4.75" H
E-Newsletter Electronic Ad (6 ads)	\$300.00	300 pixels wide by 125 pixels tall
E-Newsletter Ad (1 Ad)	\$100.00	300 pixels wide by 125 pixels tall

2021 Advertisement submission for the printed annual Integrity Newsletter due on or before **May 31, 2021**.

Please submit this order form and an electronic copy of your advertisement to [wodpa@outlook.com](mailto:wodpa@outlook.com).

## **HOST/SPONSOR A LUNCHTIME LEARNING WEBINAR:**

Host and sponsor a LunchTime Learning one hour Webinar for our 285 organic dairies across the Western United States and our extended network of dairy producers across the country. The webinars are free to those affiliated with the livestock industry and are promoted to all of our industry stakeholders.

## **16<sup>TH</sup> ANNUAL CONFERENCE SPONSORSHIP:**

Don't forget there will be opportunities to sponsor our 16<sup>th</sup> Annual WODPA Conference held this Fall, 2021. More information will follow as we begin Conference Planning.

## **COMPANY INFORMATION:**

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Please indicate the opportunities your company will be selecting. Submit payment by April 30, 2021:

Please complete form & send with check payments to:

WODPA 2485 Notre Dame Blvd. Suite 370-162, Chico, CA 95973 or visit [www.wodpa.com](http://www.wodpa.com) to submit payment electronically and email your selection form to [wodpa@outlook.com](mailto:wodpa@outlook.com)

**2021 Associate Membership:** Platinum Level (\$1,500) \_\_\_ Gold Level (\$750) \_\_\_ Associate (\$300) \_\_\_

**Integrity printed Newsletter Advertisement:** \_\_\_ Yes, I would like to submit an ad within the Integrity newsletter  
Full Page \$600.00 \_\_\_ Half Page - Back Cover \$500.00 \_\_\_ Half Page \$375.00 \_\_\_ Quarter Page \$250.00 \_\_\_

**E-Newsletter Advertising:** 6 electronic ad's throughout the year \$350.00 \_\_\_ 1 advertisement for \$100.00 \_\_\_

**LunchTime Learning Webinar:** Yes \_\_\_, I am interested in sponsoring/hosting a webinar. Send more information.

**16<sup>th</sup> Annual Conference Sponsor:** Yes \_\_\_, I am interested in sponsoring the Conference. Send more information.

Please contact Darby Heffner at [wodpa@outlook.com](mailto:wodpa@outlook.com) or 707-696-5154 for any questions.

*The Mission for the Western Organic Dairy Producers Alliance is to preserve, protect, and ensure the sustainability and integrity of organic dairy farming across the west.*