

CFLCA Premium Sponsorship 2020 Branding and Impact Report

Weekly E-newsletter (*Update*) Logo Placement

	Recipients	Avg. Open Rate	Industry Avg Open Rate
English -- 52 (per year)	2,301	39%	16%
Spanish – 13 (commenced 9/01/20)	299	26%	16%

Classes and Webinars

Logo on confirmation e-mails (English)	979 unique e-mail confirmations
Logo on confirmation e-mails (Spanish)	367 unique e-mail confirmations
Verbal recognition and logo shown during slide presentation	51 virtual events in 2020

9-Hour Seminars (Pre-COVID and in-person, January & February)

238 attendees	Recognition in confirmation, event signage, announced during class and at lunch break
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Ag Labor Forum (Virtual)

General Promo	Website logo, weekly <i>Update</i> shoutout and postcard distribution to 2,100 addresses
Confirmations	Logo placement on 251 registration confirmations
Post event	Logo recognition on the website here , on thank you e-mails to all attendees, and on 9-hour seminar coupon distribution e-mail
Class Recordings	Logo rotation throughout recording
Exhibitor Space	Booth with available links, documents, and live engagement opportunities
Booth leads	Provided at close of event
Main Lobby	Clickable and rotating logo throughout event
Event Sessions	Clickable and rotating logo throughout event

CFLCA Website

Homepage	Logo placement and links here
Unique event pages	Logo placement and links, sample here

Annual Impact Report (New in 2020)

Back cover	Logo placement on back cover and interior recognition (mailed, in <i>Update</i> , on website)
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