

**Film Lessons for Farmers by Certified Naturally Grown
Sponsorship Terms Fall 2020**



Title Sponsor

- Certified Naturally Grown agrees to:
 - Provide exclusive sponsorship for the lesson being sponsored
 - Display product provided by sponsor in the film, and reference it in the script (if relevant to lesson topic).
 - Feature Sponsor logo in intro to sponsored film, after the CNG logo, as “Sponsored by”
 - Feature Sponsor logo on its own title card at end of film as “Sponsored by”
 - Feature Sponsor logo in teasers and trailers as “Sponsored by”
 - Tag company in all social media marketing of the sponsored film
 - List sponsor name in credits of sponsored film
 - List sponsor name and link on CNG website with sponsored film
- Sponsor agrees to:
 - Pay \$3,000 by shoot date
 - Provide the product to be featured in the video (if relevant to lesson topic, and before filming date)

Product Sponsor

- Certified Naturally Grown agrees to:
 - Display product provided by sponsor in the film, and reference it in the script (if relevant to lesson topic)
 - Tag company in all social media marketing of the sponsored film
 - List sponsor name in credits of sponsored film as “Sponsored in part by” in equal billing, alphabetically sorted, with other product sponsors for film
 - List sponsor name and link on CNG website with sponsored film
- Sponsor agrees to:
 - Pay \$1,000 by shoot date
 - Provide the product to be featured in the video (if relevant to lesson topic, and before filming date)

Supporting Sponsor

- Certified Naturally Grown agrees to:
 - List sponsor name in credits of sponsored film “Sponsored in part by” in equal billing, alphabetically sorted, with other product sponsors for film, listed under the Product Sponsors
 - List sponsor name and link on CNG website with sponsored film
- Sponsor agrees to
 - Pay \$750

Note to all sponsors ~ Final editorial decisions are to be made by Certified Naturally Grown, including aesthetics of shots and screen time duration of products featured (Title and Product Sponsor levels). Because CNG is a not-for-profit organization we can not advertise on behalf of other companies, but we are delighted to reference those who support our work and to include mention of particular products within the context of our educational films as they are relevant.

The films will be promoted first exclusively to the CNG and Organic Growers School audiences (approximately 17,000). They will then be released to the wider public via CNG and OGS websites, as well as on social media channels and electronic communications to approximately 29,000 people. CNG will endeavor to elevate the viewership of the films using all means available.

You may pay online at CNGfarming.org/sponsor_film, or, to help us avoid fees...

Mail a check to our remote work address: CNG, c/o Alice Varon, 29 Osterhoudt Lane, Stone Ridge, NY 12484.

Find project outline here: CNGfarming.org/sponsor_2020