



INFORM | CHALLENGE | INSPIRE

**Oxford Farming Conference
Partnership Programme 2023**



Exploring systemic solutions to the cumulative biodiversity, climate, food and energy crises that collectively we are facing, with optimism and determination not to repeat the mistakes of the past.

Fringes (Online)
8 December 2022

OFC23 Conference (Oxford & Online)
4 - 6 January 2023

Chair's Welcome



Welcome to OFC23 - it's long overdue.

Oxford has always been about thought leadership and pushing the boundaries of farming, but it's also definitely about the connections and conversations had around the halls and rooms of our historic conference. This is why we are so excited about bringing you OFC23.

For two long years the conference has been in 'broadcast mode', joining the rest of the world in working remotely and putting world-class content online. We have run two challenging but successful digital conferences, as well as a Bitesize webinar series, creating thousands of virtual impressions. But we all feel the excitement for being together with the extended Oxford family; we're all hungry for those serendipitous chats in the coffee queue, sparking the chance to create meaningful connections with farming thinkers from across the world.

Reflecting on our desire for connections, our 2023 conference will have an equal balance between world-class content and space to engage. I am envisioning it like a doughnut, with our speakers and panels providing information, inspiration and challenge in three central blocks that will be available both online and in person. Whilst for those in Oxford, we will be curating a diverse programme around the venue featuring food, debate, literature, entertainment and space for reflection. We preserve the tradition of the Oxford Union debate and Christchurch dinner, but everything else will be refreshed and relaxed.

We want those making the journey to have time to be present in this glorious city, and time to reconnect with friends and allies for whom it's been a long, long break in relations.

As the council begin to develop the programme for January, it is evident that crisis and conflict are at the front of our minds. Our hearts go out to those impacted both directly and increasingly indirectly around the world. The collective challenge is not just to avoid the mistakes of the past. Instead, it is to seek the systemic solutions that prevent poverty, environmental exploitation and ultimately conflict. In exploring the consequences of conflict on our farms and communities, we're aware that we cannot rely on yesterday's toolbox to fix today's problems. Hence OFC23 aims to inspire a regeneration in our politics, our society and our supply chains, as well as our farms. This is also long overdue.

We thank you for your support of the Oxford Farming Conference at this critical time for our sector and the planet. It's time to start **farming a new future**.

See you at Oxford.

Emily Norton
OFC23 Chair
chair@ofc.org.uk

Sponsorship Packages



OFC23 is delighted to offer a range of sponsorship packages to ensure each sponsor feels value for investment and a return for their brand.

HEADLINE SPONSOR: £40,000 (EXC. VAT)

Only one package available.

OFC23 is delighted to offer one sponsor an opportunity to be the OFC23 Headline Sponsor. Interested partners should submit an expression of interest to the Head of Partnerships at partnerships@ofc.org.uk.

What's included:

Acknowledged as the OFC23 Headline Sponsor on the main homepage of the OFC website.

Profiled with 150 words of text, your logo, plus a link to your website on the OFC website.

Profiled and acknowledged as the Headline Sponsor plus your logo in the printed conference programme and conference rolling visuals.

Hold the position of OFC23 Fringe Keynote Sponsor. Sponsorship of the introductory keynote presentation of OFC Fringe 23. Company logo, and video to be played at the beginning of the fringe event, during all breaks in the proceedings and again at the end. Attraction of excellent levels of attendees as evidenced by 2022 fringe event participation.

Four Complimentary full tickets to OFC23

Four Invitations to the OFC23 Conference Chair's Reception.

Two Invitations to the Sponsors Reception June 2023

E-Tickets for OFC23 online live streaming platform for whole organisation.

One full page of advertising on the inside front cover of the conference programme.

Social media feed sponsorship recognition.

Sponsor logo on conference merchandise: Name Badges, Lanyard, Pen

Sponsor branding on Live Streaming: Over 1000 viewing hits for the sessions at OFC20 (last physical event with a live stream).

PRINCIPAL SPONSOR: £20,000 OR OVER (EXC. VAT)

Multiple packages available.

Acknowledged and Profiled as a Principal Sponsor plus 150 words of text, your logo, plus a link to your website on the OFC website.

Profiled and acknowledged as a Principal Sponsor plus your logo in the printed conference programme and conference rolling visuals.

Four Complimentary full tickets to OFC23

Four Invitations to the OFC23 Conference Chair's Reception.

Two Invitations to the Sponsors Reception June 2023

E-Tickets for OFC23 online live streaming platform for whole organisation.

One full page of advertising within the conference programme.

Social media feed sponsorship recognition.

GOLD SPONSOR: £10,000 OR OVER (EXC. VAT)

Multiple packages available.

Acknowledged as a Gold Sponsor plus 75 words of text, your logo, plus a link to your website on the OFC website.

Acknowledged as a Gold Sponsor plus your logo in the printed conference programme and conference rolling visuals.

Three Complimentary full tickets to OFC23

Three Invitations to the OFC23 Conference Chair's Reception.

One Invitation to the Sponsors Reception June 2023

Ten E-Tickets for OFC23 online live streaming platform.

Discounted rate on advertising within the conference programme.

SILVER SPONSOR: £5,000 OR OVER (EXC. VAT)

Multiple packages available.

Acknowledged as a Silver Sponsor plus 50 words of text, your logo, plus a link to your website on the OFC website.

Acknowledged as a Silver Sponsor plus your logo in the printed conference programme and conference rolling visuals.

Two Complimentary full tickets to OFC23

Two Invitations to the OFC23 Conference Chair's Reception.

One Invitation to the Sponsors Reception June 2023

Five E-Tickets for OFC23 online live streaming platform.



Bringing the mission of OFC23 to life: To inform, challenge and inspire.

OFC INSPIRE PROGRAMME: £20,000 (EXC. VAT)



Only one
SOLD
available

- Acknowledgement as a Principal Sponsor with your logo displayed.
- Acknowledgement as a Principal Sponsor on the OFC website
- Acknowledgement from Conference Chair at the start of each Inspire Programme session.
- Profile plus 150 words of text, your logo and a link to your website on the OFC website.
- Acknowledgement with your logo on the conference pre-event emails.
- Acknowledgement with your logo on the Inspire Programme conference registration.
- Acknowledgement with your logo on the conference joining instructions.
- Social media feed recognition.
- Four complimentary tickets for OFC23.
- E-Tickets for OFC23 online live streaming platform for whole organisation.
- One full page of advertising within the conference programme.
- Profiled during and participation with the Inspire Programme pre-conference event in November 2022.

FRINGE EVENTS: £5,000 PER EVENT (EXC. VAT)

Seven online fringe events, scheduled to take place on
Thursday 8 December 2022

Seven
packages
available.

- Delivery of your own content, providing speakers on topics relevant to your organisation/sector.
- Attraction of excellent levels of attendees as evidenced by 2022 fringe event participation.
- Benefits of sponsorship as per sponsorship package described on pages 4 & 5, according to level of donation.

CONFERENCE PROGRAMME:
£10,000 TO £30,000 (EXC. VAT)

EACH 2 HOUR SESSION IS £30,000 (EXC. VAT)
TO BE SPONSORED BY BETWEEN ONE AND THREE SPONSORS.

Multiple
packages
available.

3x 2 hour sessions of keynote speakers,
panel discussions, videos, soundbites and lively debate.

- Acknowledgement of sponsorship by session Chair.
- Company logo on screen during the introduction and conclusion of the session.
- Sponsor's closing credit roll on intro video to sponsored keynote conference session.
- Recognition in PR material generated by OFC from the videos.
- Benefits of sponsorship as per sponsorship package described on pages 4 & 5, according to level of donation.



An integral part of the Oxford Farming Conference. The opportunity to network, make contact and connect.

OFC CHAIR'S RECEPTION & NETWORKING EVENT £10,000 (EXC. VAT)

A street food arrangement for maximum networking opportunity during the first evening of OFC23.

Only one package available.

- Acknowledgment by the OFC23 Chair
- Acknowledgement of sponsorship within the conference programme.
- Two pop up banners to be displayed
- Two invitations to the OFC Chair's reception.
- Benefits of sponsorship as per sponsorship package described on pages 4 & 5, according to level of donation.

OFC FOOD VILLAGE: £10,000 OR £20,000 (EXC. VAT)

TOTAL FOOD VILLAGE £20,000 (EXC. VAT)
TO BE SPONSORED BY UP TO TWO SPONSORS.

Street food arrangement for maximum networking opportunity during lunchtime on both days of OFC23.

Multiple packages available.

- Acknowledgement of food village sponsorship within the conference programme.
- Acknowledgement of sponsorship by Conference Chair.
- Two pop up banners to be displayed within the food village.
- Benefits of sponsorship as per sponsorship package described on pages 4 & 5, according to level of donation.

OXFORD UNION DEBATE & POST DEBATE SUPPER AT CHRISTCHURCH COLLEGE: £5,000, £10,000, £15,000 OR £20,000 (EXC. VAT)

TOTAL DEBATE AND SUPPER £20,000 (EXC. VAT)
TO BE SPONSORED BY UP TO FOUR SPONSORS

Multiple packages available.

- Acknowledgement of sponsorship by debate Chair.
- Company logo on banner throughout the debate.
- Two pop up banners to be displayed during the debate.
- Acknowledgement by OFC Chair at the dinner.
- Company logo on menu cards
- Two pop up banners to be displayed during dinner.
- Two invitations to the debate dinner.
- Benefits of sponsorship as per sponsorship package described on pages 4 & 5, according to level of donation.

CORPORATE HOSPITALITY £5,000 EACH (EXC. VAT)

Limited number available.

- Using conference venues to wrap the main OFC content with an opportunity to host your own networking event.
- Delivery of your own content, providing your own speakers on topics relevant to your organisation and sector.
- Benefits of sponsorship as per sponsorship package described on pages 4 & 5, according to level of donation.

Delegate Communication Sponsorship



Outstanding opportunities for memorable and relevant communications with all attendees and press contacts.

OFC23 PRESS ROOM: £5,000 (EXC. VAT)

Acknowledgement of sponsoring the press room.

Two pop-up banners displayed in the press room.

Benefits of sponsorship as per sponsorship package described on pages 4 & 5, according to level of donation.

Only one package available.

THE OXFORD REPORT: £20,000 (EXC. VAT)

CAN BE SPONSORED BY MULTIPLE SPONSORS,
PLEASE GET IN TOUCH FOR MORE INFORMATION

“Supply Chain Synergies” - the OFC Report 2023 will explore the responsibility that agri-food supply chains have in preventing degradation of social and environmental capital at farm level here in the UK, and whether emerging supply chain policy can be used to create mutually beneficial outcomes for farming and consumers. (Please contact the Head of Partnership for the full report proposal)

Benefits of sponsorship as per sponsorship package described on pages 4 & 5, according to level of donation.

Multiple packages available.

OFC in Numbers

650+

delegates in Oxford

*based on 2020, last physical event

2048

online fringe delegates

*based on 2022, average of 256 per fringe

17,000+

followers on Twitter

1,500

followers on LinkedIn

6,068

newsletter subscribers

with

32.2%

average opening rate

*industry average for agriculture, 22.71%

90+

press attending OFC

*Circulation of press coverage, from the last physical and online event in 2020, was over 4,655,521

300,000+

Twitter impressions

*based on last two years (315,485 and 387,704)

22,100

Average website page views during the 2-day event

*based on the 2020, last physical event

* yearly views, 105,171 (average, 2020 and 2021)

#Trending

In the top five UK hashtags, during the conference

*In 2020 and 2021, OFC trended at number one in the UK for more than two hours



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