



INCLUDE | CHALLENGE | INSPIRE

Oxford Farming Conference Partnership Programme 2024

Chair's Welcome

Welcome to our 2024 Partnership Programme.

The Oxford Farming Conference (OFC) has always been, and always will be a force for good in the farming industry and community. It brings together people from all corners of the agricultural, rural and food sectors, encourages a hugely diverse range of thinking, and generates ideas and positive solutions for the future.

When I first attended OFC, nearly 6-years ago as part of the Emerging Leaders Programme (now called Inspire), I wasn't at all sure what to expect. I was surprised and delighted at how welcoming the conference was and amazed to find such a wide variety of people from so many different backgrounds in attendance.

It demonstrated true strength in connecting food and farming through its speakers and audience. It presented views from both domestic and international countries, and geographically, I found myself connecting with delegates from all across the UK. It did not shy away from the difficult discussions and debates, challenged all of us, and offered a unique platform where all opinions could be shared, so individuals could make their own informed decisions. On top of all this, I was fortunate enough to make some lifelong friends.

OFC is steeped in a long and proud history going all the way back to 1936, and has a strong reputation as one of the UK's leading agricultural events. All of the elements I experienced are why it continues to be so widely renowned worldwide, and why I am extremely proud to be one of the Voluntary Directors, and this year, your 2024 OFC Chair.

Whilst it has always embraced change, responding to industry and consumer demands, it is in the last decade that I really feel the conference has embraced "diversity and inclusion", and why, when sitting on the tractor one day, I found myself drawn to "**The Power of Diversity**".

I am proud to be a tenth-generation farmer, husband and father to four daughters. I truly believe we have so much to celebrate and share around the theme of diversity – our huge range of entrepreneurial farming businesses which have

done so much to shape our historic landscape, our many native livestock breeds, our world-leading agricultural scientists, our precious environment that all of us are so focussed on improving, and some of the safest and highest quality food produced anywhere in the world, to name just a few. But most of all, it's the incredible people in farming that make it such a special industry to be a part of, and this is what we want to celebrate at OFC24.

Yes, the industry is facing significant challenges at the current time, which OFC will continue to face head on – furthering conversations about labour, supply chains, alternative income streams, innovation, attracting new people to our industry, and many more issues. OFC does this really, really well. Sparked by honest conversations with passionate people across all sectors of the industry, those who attend Oxford in 2024 will hear the very best of diversity in all its forms.

Our partners are a vital part of this. We are extremely fortunate to deliver a conference surrounded by some of the finest architecture in the world, but this comes at a cost. OFC is a charity, and whilst the conference does not set out to make a profit, we do look to break even each year, which is not always possible. Your support not only allows us to continue to ensure OFC remains unique in terms of the location, but also allows us to offer a rich programme that benefits individuals, businesses, and our entire community for years to come. If you have supported the conference before, then a heartfelt thank you and I look forward to welcoming you back to Oxford, and if you are joining for the first time, a very warm welcome. My email and phone is always open.

Diversity means everyone and every topic is included – OFC24 will showcase the true "**Power of Diversity**".

See you at Oxford.

Will Evans
OFC24 Chair
chair@ofc.org.uk



Discussing, debating and challenging the **power of diversity** within our agricultural, rural and food sectors, to ensure business viability, coupled with meeting wider society's needs.

Diversity in thought,
business, environment,
and most importantly, people.

OFC24 Conference (Oxford & Online)
3 - 4 January 2024



#Trended on Twitter

Top 3 in the UK, and top 10 globally on Twitter during the 2023 conference.

Fifth year to have trended for a minimum of 2-hours.



Media reach over 4.5 million

90+ media attended in person or online in 2023, producing a range of features/programmes with a known reach of over 4.5 million



9,066 website visits
Data for one month - January 2023.
Average time of 2.5 minutes per unique user.



OFC Key Channels
19.9k Twitter followers
2,656 LinkedIn followers
5,937 Newsletter subscribers
45.8% average opening rate
35k annual unique website users
123k annual website page views



480,000 Twitter impressions
Date for during the three-days of the 2023 conference.



705 delegates
Including over 60 scholars and young people.
Excludes speakers.



1,647 On-demand video views
Video views between January and March 2023.



Sponsorship Packages



OFC24 is delighted to offer a range of sponsorship packages to ensure each sponsor feels value for investment and a return for their brand.

Only one package available.

HEADLINE SPONSOR: £40,000 (EXC. VAT)

OFC24 is delighted to offer one partner the opportunity to be the OFC24 Headline Sponsor. Interested partners should submit an expression of interest to the Head of Partnerships at partnerships@ofc.org.uk by 31 May 2023. A multi-annual package is available.

What's included:

Acknowledged as the OFC24 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.

Four Complimentary full tickets to OFC24

Four Invitations to the OFC24 Conference Chairman's Partners Welcome.

E-Tickets for OFC24 online live streaming platform for whole organisation.

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

Logo on branded merchandise: delegate name badge

Social media feed sponsorship recognition.

One-minute Headline Sponsor video played at the beginning of each day of conference

Headline Sponsor exhibition space at the entrance to the main conference auditorium

Sponsor branding on Live Stream.

OFC24 will be offering a new tool to facilitate connections between delegates and partners. (Details on the tool will be confirmed closer to the event).

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

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 tickets to OFC24

Four Invitations to the OFC24 Chairman's Partners Welcome Reception.

E-Tickets for OFC24 online live streaming platform for whole organisation.

One full page of advertising within the conference programme.

Social media feed sponsorship recognition.

OFC24 will be offering a new tool to facilitate connections between delegates and partners. (Details on the tool will be confirmed closer to the event).

Multiple packages available.

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

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 tickets to OFC24

Three Invitations to the OFC24 Chairman's Partners Welcome Reception.

Ten E-Tickets for OFC24 online live streaming platform.

Discounted rate on advertising within the conference programme.

OFC24 will be offering a new tool to facilitate connections between delegates and partners. (Details on the tool will be confirmed closer to the event).

Multiple packages available.

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

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 tickets to OFC24

Two Invitations to the OFC24 Chairman's Partners Welcome Reception.

Five E-Tickets for OFC24 online live streaming platform.

OFC24 will be offering a new tool to facilitate connections between delegates and partners. (Details on the tool will be confirmed closer to the event).

Multiple packages available.



Supporting the current and future generations to include, challenge and and inspire.



Only one package available.

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

- 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 Inspire emails.
- Acknowledgement on the Inspire Programme conference registration.
- Acknowledgement with your logo on the Inspire conference joining instructions.
- Social media feed recognition.
- Four complimentary tickets for OFC24.
- E-Tickets for OFC24 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 2023.
- OFC24 will include a new function to facilitate connections between delegates and sponsors. Platform to be confirmed.



Only one package available.

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

- 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 Scholar 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 Scholar emails.
- Acknowledgement on the Scholar Programme conference registration.
- Acknowledgement with your logo on the Scholar conference joining instructions.
- Social media feed recognition.
- Four complimentary tickets for OFC24.
- E-Tickets for OFC24 online live streaming platform for whole organisation.
- One full page of advertising within the conference programme.
- Profiled during and participation during the whole of the 2024 Scholars Programme
- OFC24 will include a new function to facilitate connections between delegates and sponsors. Platform to be confirmed.



Only one package available.

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

Acknowledgement as a Principal Sponsor with your logo displayed.

Acknowledgement as a Principal Sponsor on the OFC website

Acknowledgement from Conference Chair.

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 Bursary emails.

Acknowledgement with your logo on the Bursary application webpage.

Acknowledgement with your logo on the Bursary conference joining instructions.

Social media feed recognition.

Four complimentary tickets for OFC24.

E-Tickets for OFC24 online live streaming platform for whole organisation.

One full page of advertising within the conference programme.

OFC24 will include a new function to facilitate connections between delegates and sponsors. Platform to be confirmed.

Multiple packages available.

THE OXFORD REPORT: £30,000 (EXC. VAT)

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

PRESENTED ON THE MAIN STAGE AT OFC24 AS PART OF THE TWO-DAY PROGRAMME HOSTED AT THE EXAMINATION SCHOOLS

Brief Synopsis:

It is increasingly suggested that today's British diet depends on supply chains that put food into UK's foodservice outlets and onto supermarket shelves at low costs.

The OFC 2024 report will explore what this means for farmers, processors, retailers and consumers and will seek to understand the importance and relevance of diversity in those supply chains.

Please contact the Head of Partnerships for the full report proposal.

Benefits of sponsorship as per sponsorship package described on pages 6 & 7, according to level of donation.

Conference Content



Join the OFC24 mission: to include, challenge and inspire.

KEYNOTE CONFERENCE SESSION: £10,000 PER EVENT (EXC. VAT)

* DIVERSITY IN BUSINESS *

Conference session of keynote speakers, panel discussions, videos, soundbites and lively debate.

Acknowledgement of sponsorship by session chairman.

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 material produced by OFC, generated from the videos.

Benefits of Gold sponsorship as per sponsorship package described on pages 6 & 7

KEYNOTE CONFERENCE SESSION: £10,000 PER EVENT (EXC. VAT)

* DIVERSITY IN POLITICS *

Conference session of keynote speakers, panel discussions, videos, soundbites and lively debate.

Acknowledgement of sponsorship by session chairman.

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 material produced by OFC, generated from the videos.

Benefits of Gold sponsorship as per sponsorship package described on pages 6 & 7

KEYNOTE CONFERENCE SESSION: £10,000 PER EVENT (EXC. VAT)

* BIODIVERSITY *

Conference session of keynote speakers, panel discussions, videos, soundbites and lively debate.

Acknowledgement of sponsorship by session chairman.

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 material produced by OFC, generated from the videos.

Benefits of Gold sponsorship as per sponsorship package described on pages 6 & 7

KEYNOTE CONFERENCE SESSION: £10,000 PER EVENT (EXC. VAT)

* THE DIVERSITY OF PEOPLE *

Conference session of keynote speakers, panel discussions, videos, soundbites and lively debate.

Acknowledgement of sponsorship by session chairman.

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 material produced by OFC, generated from the videos.

Benefits of Gold sponsorship as per sponsorship package described on pages 6 & 7

KEYNOTE CONFERENCE SESSION: £5,000 PER EVENT (EXC. VAT)

* SCIENCE LECTURE *

Conference session of keynote speakers, panel discussions, videos, soundbites and lively debate.

Acknowledgement of sponsorship by session chairman.

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 material produced by OFC, generated from the videos.

Benefits of Silver sponsorship as per sponsorship package described on pages 6 & 7

*exact titles of sessions will be at the discretion of the OFC24 Directors

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

CHAIRMAN'S WELCOME RECEPTION & OFC NETWORKING EVENT £15,000 (EXC. VAT)

Located in a special venue, the OFC24 Welcome event will be open to all delegates to attend.

Please note there is a package offer with the Partner Theatre event on page 13

Acknowledgment by the OFC24 Chair

Acknowledgement of sponsorship within the conference programme.

Branding of event to be agreed in advance with OFC team. Items to be supplied by partner.

Benefits of sponsorship as per sponsorship package described on pages 6 & 7, according to level of donation.

OXFORD UNION DEBATE & POST DEBATE SUPPER AT CHRISTCHURCH COLLEGE: £6,000 TO £30,000 (EXC. VAT)

TO BE SPONSORED BY UP TO FIVE SPONSORS

Multiple packages available.

Acknowledgement of sponsorship by debate Chair.

Company logo on banner throughout the debate.

Acknowledgement by OFC Chair at the dinner.

Two invitations to the debate dinner.

Benefits of sponsorship as per sponsorship package described on pages 6 & 7, according to level of donation.

OFC24 CURATED CONCEPT FOOD HUB: £15,000 (EXC. VAT)

A celebration of British food for delegates during lunchtime on both days of OFC24.

Only one package available.

Acknowledgement of lunchtime sponsor within the conference programme.

Acknowledgement of sponsorship by Conference Chair.

Two pop up banners to be displayed within the food hub.

Benefits of sponsorship as per sponsorship package described on pages 6 & 7, according to level of donation.

OFC24 PRESS ROOM: £5,000 (EXC. VAT)

Only one package available.

Acknowledgement of sponsoring the press room.

Benefits of sponsorship as per sponsorship package described on pages 6 & 7, according to level of donation.

EXHIBITION SPACE: £1,500 PER 2 X 3M SPACE (EXC. VAT)

Multiple packages available.

Prime locations for your own exhibition within the conference venue.

Opportunity to network with conference attendees during lunch and refreshment intervals.

OFC24 will include a new function to facilitate connections between delegates and sponsors. Platform to be confirmed.

Your OFC24 conference space: Your message



Outstanding opportunities for memorable and relevant communications & networking events with all conference attendees.

PARTNERSHIP EVENT £5,500 EACH (EXC. VAT)

Limited number available.

Using conference venues, wrap the main OFC content with an opportunity to host your own event.

Delivery of your own content, providing your own speakers on topics relevant to your organisation and sector.

Professional AV support and equipment included.

Benefits of sponsorship as per sponsorship package described on pages 6 & 7, according to level of donation.

PARTNERSHIP “BOOSTED” EVENT £7,500 EACH (EXC. VAT)

Limited number available.

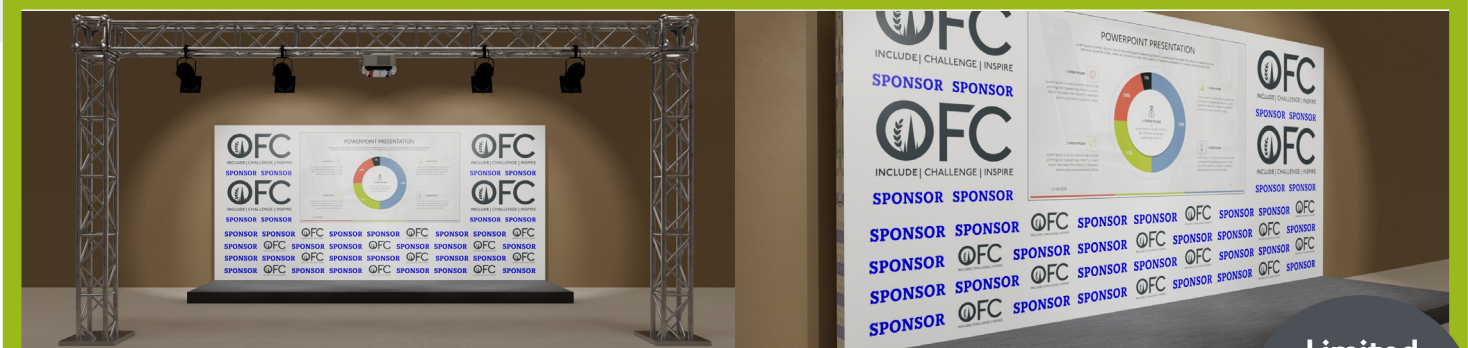
Using conference venues, wrap the main OFC content with an opportunity to host your own event.

Delivery of your own content, providing your own speakers on topics relevant to your organisation and sector.

Event to be professionally recorded, edited and made available via the OFC Website.

Professional AV support and equipment included.

Benefits of sponsorship as per sponsorship package described on pages 6 & 7, according to level of donation.



PARTNERSHIP “BOOSTED, STAGED & BRANDED” EVENT £8,500 EACH (EXC. VAT)

Limited number available.

Using conference venues, wrap the main OFC content with an opportunity to host your own event.

Delivery of your own content, providing your own speakers on topics relevant to your organisation and sector.

Event to be professionally recorded, edited and made available via the OFC Website.

Professional staged and OFC branded event to make for a valuable marketing tool.

Professional AV support and equipment included.

Benefits of sponsorship as per sponsorship package described on pages 6 & 7, according to level of donation.

PARTNERSHIP “THEATRE” EVENT £12,000 (EXC. VAT)

Only one package available

PACKAGE DEAL: £20,000

PARTNERSHIP “THEATRE” EVENT AND CHAIRMANS WELCOME RECEPTION (SEE PAGE 10)

SAVING OF £7,000

Using conference venues, wrap the main OFC content with an opportunity to host your own event.

Large capacity venue with theatre style seating

Delivery of your own content, providing your own speakers on topics relevant to your organisation and sector.

An opportunity to combine one of these events with the Chairmans Welcome Reception to enable you to really “land” your message.

Benefits of sponsorship as per sponsorship package described on pages 6 & 7, according to level of donation.

OFC Partnership Programme Team

The conference is managed and delivered by a group of voluntary Directors, and a team of contracted service providers including the Secretariat, PR and Marketing, Event Management and Partnership Programme. These individuals adjust their hours throughout the year, responding to the needs of OFC. Whilst they do not work full-time for the conference, they are always at the end of an email or phone.

Your primary contact is **Clare Greener, Head of OFC Partnerships**, but to ensure you received the best return from your investment, you may also hear from the below individuals.



CLARE GREENER
Head of OFC Partnerships
partnerships@ofc.org.uk



CLAIRE HALL
Event Management
Hawk AV



REBECCA DAWES
PR and Marketing
Jane Craigie Marketing



OFC SECRETARIAT
including accounts
BGA.



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