

2023 CFLCA Annual Sponsorship Branding and Impact Report

Weekly E-newsletter Logo Placement

Number of Editions Sent	Recipients	Avg. Open Rate	Industry Avg Open Rate
English -- 51	4,641	49%	23.3%
Spanish – 51	552	52%	23.3%

Member Alert Emails Logo Placement

Number of Editions Sent	Recipients	Avg. Open Rate	Industry Avg Open Rate
English -- 4	4,641	49%	23.3%
Spanish – 4	552	52%	23.3%

9-Hour Seminars, Trainings, and Webinars

Logo on confirmation e-mails (English)	1,141 unique e-mail confirmations
Logo on confirmation e-mails (Spanish)	502 unique e-mail confirmations
Verbal recognition and logo shown on slide presentation	52 virtual and in-person events in 2023

Ag Labor Forum (ALF)

General Promo	Logo placement on CFLCA ALF webpages and Newsletter shoutouts
Confirmations	Logo placement on 212 registration e-mail confirmations
Program Booklet	Logo placement in Ag Labor Forum program booklet
On-site Recognition	Logo placement on ALF event signage
Verbal Recognition	Verbal recognition and logo shown during CFLCA membership meeting
Post event	Logo placement on the website and on follow-up e-mail containing conference resources to all attendees

CFLCA Website

Homepage	Logo placement and links
Unique event pages	Logo placement and links
Highlighted listing	Prominent placement on CFLCA Ag and FLC Services Providers page

Annual Impact Report

Back cover	Logo placement
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