

# 2023 CFLCA Annual Sponsorship

## Branding and Impact Report

### Weekly E-newsletter (Update) 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

Company name on confirmation e-mails (English)	1,141 unique e-mail confirmations
Company name 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	Company name on CFLCA ALF webpages and Newsletter shoutout
Confirmations	Company name on 212 registration e-mail confirmations
Program Booklet	Company name in Ag Labor Forum program booklet
On-site Recognition	Company name on ALF event signage
Verbal Recognition	Verbal recognition and company name shown during CFLCA membership meeting
Post event	Company name on the website and on follow-up e-mail containing conference resources to all attendees

### CFLCA Website

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

### Annual Impact Report

Back cover	Company name placement
------------	------------------------