

# California Farm Labor Contractor Association 2025 Sponsorship Opportunities

California Farm Labor Contractor Association (CFLCA) is the sole premier organization representing and serving the FLC sector in California. Partnering with us sets your company apart from the rest, boosts your visibility, strengthens your brand recognition, and generates results that last! Additionally, by joining us as a sponsor, you support the industry as a whole and support the work CFLCA does for FLCs throughout the state.

Once you pick the best fit for your company, please fill out the registration form found on [www.calflca.org/sponsorship-opportunities](http://www.calflca.org/sponsorship-opportunities) or contact Miranda at (916) 389-9635 or [Miranda@calflca.org](mailto:Miranda@calflca.org) to discuss opportunities, questions, and more! We look forward to partnering with you as we strive to create safe and productive workplaces that deliver food to the world.



## Annual Platinum Sponsorship

### **\$10,000 per year**

- Premium onsite branding at all signature events featuring company logo
- Verbal recognition during all signature events
- Premium virtual branding featuring company logo on CFLCA website, pre-event communication, Annual Impact Report, and weekly e-blasts (English and Spanish)
- Clickable company marketing on the CFLCA website. Including priority placement on the affiliate company directory with company logo, bio, website link, and contact information
- Opportunity to partner on a sponsored resource such as a checklist, how-to guide, or flier to be shared with members to help them in their business (subject to CFLCA staff approval)
- Opportunity to partner on a sponsored webinar on a topic of your choosing (subject to CFLCA staff approval)
- Annual Sustaining Membership in CFLCA
- Access to CFLCA membership roster
- Priority opportunities for speaking/teaching/presentation engagements
- Priority opportunities for sponsorships and add-on items
- 2 x Features on the home page carousel, each for 2 weeks
- 2 x Newsletter highlights per year (see Newsletter sponsorship below)
- 4 x exhibitor tabling opportunities at in-person 9-hour FLC seminars (see Exhibitor Sponsorship below)
- 4 x complimentary registrations to 9-hr FLC seminars for employees, clients, or other guests
- 6x Complimentary webinar registrations for employees, clients, or other guests
- Invitation to a CFLCA Board Meeting
- Meet with CFLCA staff throughout the year to maximize your membership and sponsorship
- Full-page color marketing flyer sent with Annual Impact Report mailing to association members
- Exclusive platinum sponsor recognition and benefits at Ag Labor Forum including premium logo placement, and exhibit space
- 4x Complimentary Ag Labor Forum registrations. With extended early-bird pricing for additional company staff
- Custom branded discount code for your clients to use on Ag Labor Forum registrations
- Opportunity to place a color ad in the Ag Labor Forum program book



## Annual Gold Sponsorship

**\$5,000 per year**

- Onsite branding at all signature events featuring company logo
- Verbal recognition during all signature events
- Virtual branding featuring company logo on the CFLCA website, pre-event communication, Annual Impact Report, and weekly e-blasts (English and Spanish)
- Clickable company marketing on the CFLCA website. Including placement on the affiliate company directory with company logo, bio, website link, and contact information
- Opportunity to partner on a sponsored resource such as a checklist, how-to guide, or flier to be shared with members to help them in their business (subject to CFLCA staff approval)
- Annual Associate Membership in CFLCA
- Access to CFLCA membership roster
- Select opportunities for speaking/teaching/presentation engagements
- Select opportunities for sponsorships and add-on items
- 1 x Feature on the home page carousel for 2 weeks
- 1 x Newsletter highlights per year (see Newsletter sponsorship below)
- 65% discount on tabling opportunities at in-person 9-hour FLC seminars (see Exhibitor Sponsorship below)
- 2 x Complimentary registrations to 9-hr FLC seminars for employees, clients, or other guests
- 3 x Complimentary webinar registrations for employees, clients, or other guests
- Invitation to a CFLCA Board Meeting
- Meet with CFLCA staff throughout the year to maximize your membership and sponsorship
- Half-page color marketing flyer sent with Annual Impact Report mailing to association members
- Gold sponsor recognition and benefits at Ag Labor Forum including logo placement, and exhibit space
- 3x Complimentary Ag Labor Forum registrations. With extended early-bird pricing for additional company staff
- Custom branded discount code for your clients to use on Ag Labor Forum registrations



## **Annual Silver Sponsorship**

### **\$2,500 per year**

- Onsite branding at all signature events featuring company name
- Verbal recognition during all signature events
- Virtual branding featuring company name on CFLCA website, pre-event communication, Annual Impact Report, and weekly e-blasts (English and Spanish)
- Clickable company marketing on the CFLCA website
- Opportunity to partner on a sponsored resource such as a checklist, how-to guide, or flier to be shared with members to help them in their business (subject to CFLCA staff approval)
- 55% discount on newsletter highlights (see Newsletter sponsorship below)
- 45% discount on tabling opportunities at in-person 9-hour FLC seminars (see Exhibitor Sponsorship below)
- Meet with CFLCA staff throughout the year to maximize your sponsorship
- Discounted silver sponsorship of Ag Labor Forum opportunities
- Extended early-bird pricing for company staff on Ag Labor Forum Registrations

## **In-person 9-hour FLC Exhibitor Sponsorship**

### **\$700 per event**

- Two exhibit personnel registrations
- Premium exhibit table space provided
- Recognition of sponsorship at commencement and during lunch break
- Logo recognition on event registration webpage and attendee confirmation e-mail

## **Newsletter Sponsorship**

### **\$500 per ad**

- One-week e-newsletter distribution sponsorship (English and Spanish distributions) first come-first served
- 2-paragraph (150-word max) product highlight including clickable website link, e-mail address, and 1 photograph (subject to CFLCA staff approval)
- 4,400-person distribution (English and Spanish) with an average 48% open rate



## Ag Labor Forum Sponsorship

### Coming Soon!

- Annual Platinum Sponsors receive exclusive platinum sponsor recognition and benefits at Ag Labor Forum including premium logo placement and exhibit space
- Annual Gold Sponsors receive gold sponsor recognition and benefits at the Ag Labor Forum including logo placement and exhibit space
- Annual Silver Sponsors will receive discounted Ag Labor Forum sponsorship
- Additional Ag Labor Forum Sponsorship opportunities and benefits will be posted closer to the event

For more information, visit: [www.cflca.org/sponsorship-opportunities](http://www.cflca.org/sponsorship-opportunities)

or contact

**Miranda Jachens, Membership and Marketing Manager**

**(916) 389-9635**

[Miranda@cflca.org](mailto:Miranda@cflca.org)

\*All sponsorship opportunities are subject to CFLCA approval

\*\*Signature events exclude special sponsored events

