



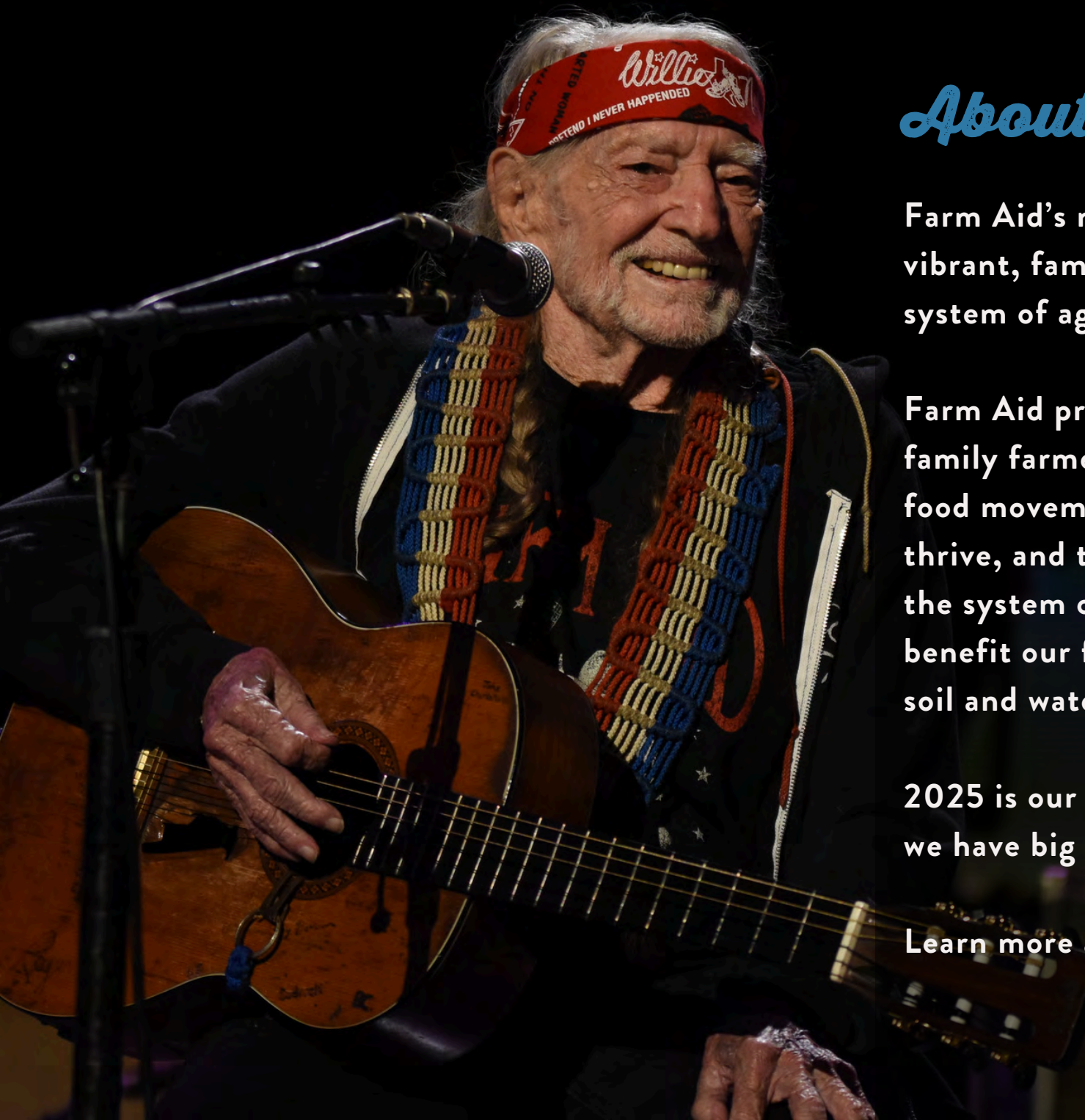
FARM AID

FARM AID 40

AN ALL-DAY MUSIC & HOMEGROWN FESTIVAL

With **WILLIE NELSON & FAMILY,
NEIL YOUNG, JOHN MELLENCAMP,
DAVE MATTHEWS, MARGO PRICE & MORE**

SEPTEMBER 2025 ★ NOON-11PM



About Farm Aid

Farm Aid's mission is to build a vibrant, family farm-centered system of agriculture in America.

Farm Aid promotes food from family farmers, grows the good food movement, helps farmers thrive, and takes action to change the system of agriculture to benefit our farmers and eaters, soil and water.

2025 is our 40th anniversary and we have big plans in the works!

Learn more at farmaid.org

Festival Artists

Farm Aid board members **Willie Nelson**, **Neil Young**, **John Mellencamp**, **Dave Matthews** and **Margo Price** are joined by additional artists, all donating their performance for a day full of music. Doors open at noon, and we wrap around 11 p.m.



Key Stats

Farm Aid 2024 in Saratoga Springs, NY

18,482

Tickets scanned

93

Credentialed media on site

15

Artist performances

36

HOME GROWN Village Exhibitors

494

Volunteers

8

Legislators in attendance



Media Reach

Farm Aid 2024 in Saratoga Springs, NY

Earned Media

1,016+

Overall media hits from print, online & broadcast

1.5B+

media impressions

Digital Media

697k

webpage views

79,669

Email subscribers

1.2M

sponsor banner views on app

8,538

total app users

Social Media



157.5K followers



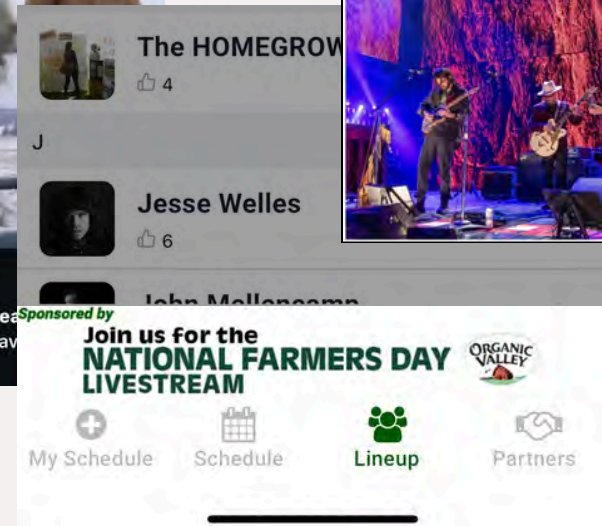
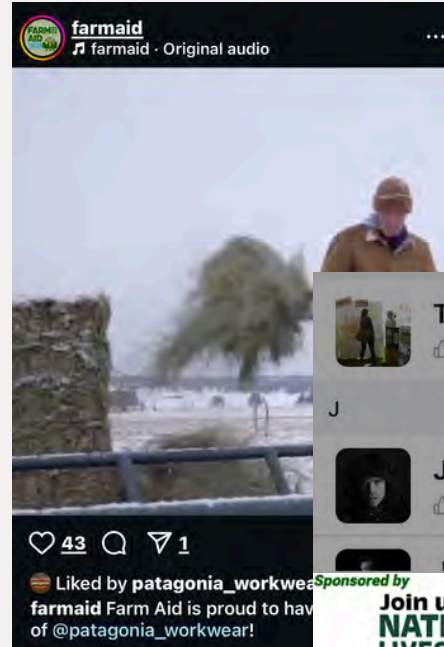
670K followers
67,098 livestream views
39:30 avg view duration



50.3K followers



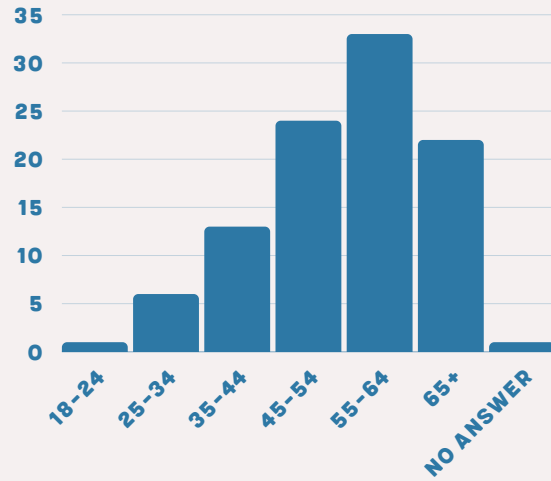
47.2M impressions
39.8M users reached
37K followers



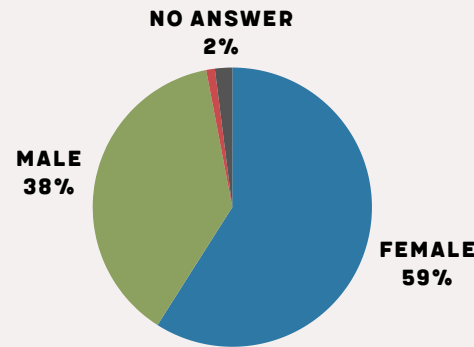
Demographics

Farm Aid 2024 Survey of Festivalgoers

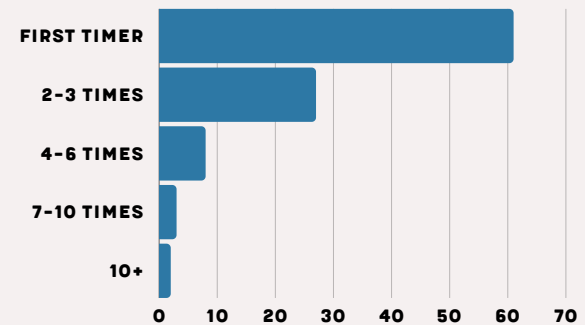
Age



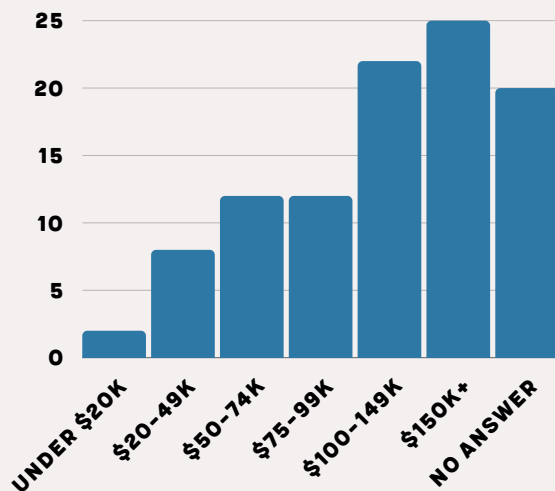
Gender



Been to a previous Farm Aid? (%)

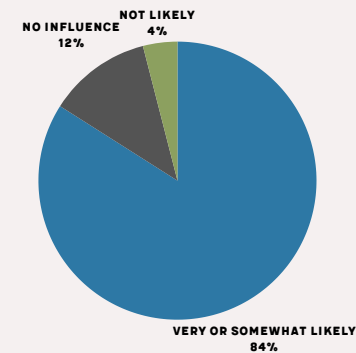


Total household income last year



Felt like a family gathering without anyone knowing each other.

How likely would you be to purchase a product from a Farm Aid sponsor?



Pre-Festival Events

This exceeded any expectations we had.

Thursday: Farm Tours

Visit 2-3 local farms and engage in conversation about regenerative agricultural practices.



Thursday: Farmer Supper

A farmer fellowship and organizer appreciation supper, with presentation of the People Powered Organizing and Leadership awards.



Friday: Farmer Forum

A gathering of about 300 farmers, organizers and grantees, with a keynote talk and panel discussions focused on agriculture and rural issues.



Friday: Farm Aid Eve

A farm to table dinner party for 500-600 friends of Farm Aid, with presentation of the Spirit of Farm Aid awards and live music.



Festival Elements

*Farm Aid helps us
return to our
collective humanity.*

Press Event

Before the doors officially open, artists and farmers share the stage, rallying the crowd to fight for a better farm and food system.



HOMEGROWN Village

A space for skill sharing and hands-on exhibits to celebrate the cultures of agriculture. The FarmYard Stage features conversations between farmers and artists.



HOMEGROWN Food

Our HOMEGROWN Food is the first-of-its-kind model at major concert events. All catering and concessions on site are sourced from family farmers who use ecological practices and are paid a fair price.



HOMEGROWN Youthmarket

Young people from local farm groups set up a farmers market stand to sell fresh fruit and homemade baked goods. In the process, they expand their hospitality and sales skills.



Festival Elements

We loved all the musicians and dancing. It was an awesome time.

VIP Experience

VIP Experience guests get access to the best seats in the house, a private club with HOMEGROWN Catering, chef-driven pop ups and a silent auction, all hosted by our hospitality team.



Zero Waste

The volunteer Green Team partners with Live Nation to divert as much waste as possible. Farm Aid requires all-compostable serviceware and saturates the festival with messaging about making soil, not waste.



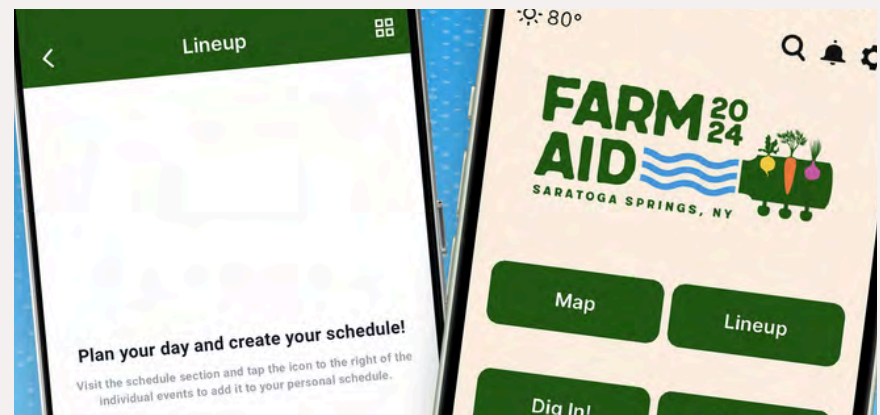
Livestream

Farm Aid goes beyond the site with a slick livestream of the press event and main stage acts, featured on Farm Aid digital channels, Sirius XM and TV partners.



App

The Farm Aid app connects festivalgoers with the participating artists and exhibitors, schedule, HOMEGROWN Food® menu, map, social integration and more.



Sponsor Benefits

Farm Aid does not have pre-baked sponsor levels. Instead, we are keen to learn about your brand goals, then **build a partnership together that connects you with the right audiences, for the right budget, for the best return on investment.** Here are some benefits that can go into a partnership:

VIP Experience

- HOMEGROWN Catering and special tastings
- TV monitors streaming the main stage
- Private bathrooms
- Upgrades

Streaming

- Name inclusion in Farm Aid 40 livestream
- Logo & link visibility
- Advertisement spots
- Billboards
- Bumpers

Social Media

- Engage with a vast and active national community through Farm Aid hashtags
- Communicate shared values to an audience who are passionate activists, willing to pay more for values-aligned premium brands

Public Relations

- Opportunity to include your own press materials in Farm Aid's digital newsroom and issue your own press release
- Share your story with local, regional and national media
- Attend Farm Aid 40 press event
- Inclusion in a Farm Aid 40 press release

Custom Promotions

- VIP ticket packages for your own contests
- In-store retail campaigns & visibility
- Coupons & messaging
- Team member contest
- Become a matching donor to Farm Aid's Giving Tuesday campaign, with high visibility and opportunity to promote in your networks

HOMEGROWN Concessions®

- Your product sales to the venue concessionaire for front of house concessions
- Visibility in our HOMEGROWN Food promotion, including menu, signage, event app, digital signs, media packets & point of sale

Let's Talk!

*Magical and mind-
blowing experience
every time.*

Join Farm Aid 40 for our big anniversary! We would love to talk with you about partnership and welcome you to our festival.

Contact the Sponsorship Team



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