

VERMONT



FARM TOURS

A TASTE OF PLACE (802) 922-7346 VermontFarmTours.com

2011 Sponsorship & Advertising Information

DEMOGRAPHIC

(Based on guest surveys & guest intake form)

- Age: 30-70
- 65% are women
- 80% are married
- 30% are from VT: Chittenden county
- 70% are visiting VT from northeastern US
- 60% are repeat visitors to Vermont



Vermont Farm Tours is a Burlington, VT-based culinary tour company. We offer full-day and half-day excursions to visit small-scale artisanal farms and food producers.

In addition, we coordinate larger tours with events and festivals like the [Vermont Cheesemakers Festival](#) & [Vermont Life Wine & Harvest Festival](#)

We provide a powerful marketing opportunity for our host farms and events—to demonstrate and sell a product to a self-selected customer with the best tools available: taste, place, and story.

Sponsors and advertisers receive the benefit of reaching a Vermont-enthused, food- and outdoor-oriented audience. Join us in showing off Vermont's culinary landscape—it is our goal to make your sponsorship support as worthwhile as possible.

Chris Howell

Owner, Vermont Farm Tours

(802) 922 – 7346 | chris@vermontfarmtours.com



Advertising and Sponsorship Rates

Linked advertisement in [newsletter](#) (30 words + logo): \$50

Linked advertisement on vermontfarmtours.com

100x70 logo: \$10/month

200x200 logo w/30 words: \$20/month

Brochure distribution, placed in guests' Farm Tours tote bag
\$100/yr (about 500 guests)

We also offer sponsorship packages for the [Heart of the Islands Bike Tour](#), our annual cycling event on Vermont's Champlain Islands (see [tour sponsor page](#))

TRAFFIC STATS

- 500 guests estimated in 2011
- Average tour group size: 4-6
- 500+ unique web visitors/mo.
- 2,500+ followers on Twitter (EatFreshVT)
- 300+ fans on Facebook
- 1,000+ subscribers to e-newsletter

"There is no one better qualified to take you behind the scenes to experience the story and flavor of our unique culinary landscape than the charismatic owner of Vermont Farm Tours, Chris Howell."

-Edible Green Mountains, Winter 2010