



AUTHENTIC FARM & RANCH STAYS

The Best Lodging on Working Farms & Ranches in the USA

Find a Farm or Ranch

e.g., Portland, OR

City, State, or Farm/Ranch Name

GO

About Farm Stay USA

Farm Stay USA is the brand name of the U.S. Farm Stay Association, a nonprofit trade association for working farms and ranches offering lodging in the U.S.

We launched in 2010 as the first (and only) U.S. website and organization specifically focused on U.S. working farms and ranches offering accommodations as a diversification strategy for the sustainability of their operation.



Our Services



Marketing

Promote farms across our platform, social channels and to media inquiries.



Training

Offer support in areas of best practices, accreditation, regulatory issues, and business development.



Mentoring

Provide ongoing personal guidance with Farm Stay USA staff via phone, email, text, members-only forum.



Resources

Offer exclusive business development tools and educational resources and referrals.





Who We Are

- We are farmers promoting and advocating for diversification models that will sustain our farm and ranch families
- Until the past several years, our members tended to be: 50+ years old, 10+ years in farming, livestock, dairy and/or farmers market production, predominantly white
- Recently, we are adding a changing demographic: 30-40 somethings, 0-5 years in farming, focused on regenerative agriculture, (slightly) more diversified



Who We Attract

- Outdoor enthusiasts, food enthusiasts, travelers, media lovers, environmentalists, and health and fitness buffs.
- 63% visitors are women and 36% are men.
- The largest majority of our visitors are between the ages of 25-34, with the second highest group ranging from 35-44.



Marketing Reach

Website Traffic

- Aug 2021-Aug 2022 Audience Sessions: 146,318
- Overall audience since launch: 1,761,241
- Aug 2021-Aug 2022 Pageviews: 405,815
- Overall page views since 2010 launch: 6,949,408
- Average number of pages viewed: 3.95
- Average time on site: 4:19 min

Email

Farmer Subscribers: 1,065
Guest Subscribers: 1,956

Social Media

Facebook: 8.5K followers
Instagram: 2,149 followers

Word of Mouth

Farmers Markets
Community Partners
Affiliate Partners



What we're offering you.

- A partner and advocate for your product/service
- Direct access to your target audience
- An opportunity to fulfill your brand values
- Product and messaging placement on our website
- Halo effect for support of farming and local food



Sponsor Levels

PARTNER	\$25,000	<ul style="list-style-type: none">• Primary logo placement on our homepage• Ad content on website + marketing campaigns• In-kind product/service promotion• Two annual farm stay giveaways (\$2,000 value)• B2B marketing opportunities• Social media campaign and posts
SUSTAINER	\$10,000	<ul style="list-style-type: none">• Secondary logo placement on our homepage• Ad content in marketing campaigns• In-kind product/service promotion• One annual farm stay giveaway (\$750 value)• B2B marketing opportunities• Social media posts
SUPPORTING	\$2,500	<ul style="list-style-type: none">• Tertiary logo placement on our homepage• Ad content in marketing campaigns• B2B marketing opportunities• Social media posts



Ready to participate? Contact us.



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Thanks!

