

Feast

A FRESHFARM EVENT

CHEF DEMO VIRTUAL EVENT

Sponsorship Package 2020



EVENT DETAILS

Usually, FRESHFARM hosts an annual in-person Feast Gala Fundraiser that showcases local farmers and chefs, and the bountiful harvest of local produce. In 2019, there were 210 people in attendance.

Due to COVID-19, FRESHFARM has moved to host a Feast Chef Demonstration event online, that will be free and accessible to a public audience. By providing the Chef Demo in a virtual format, there will be an exciting opportunity to engage with an even larger and diverse audience to promote healthy eating, food access, and the local food economy.

We will also pair the event with an exclusive home delivery box of locally-sourced ingredients, as well as other exciting value-added market goods. This box will be available for sale in limited quantities to households in D.C. and Virginia within the I-495 Beltway.

DATE & TIME

November 13, 2020 (time TBA)

TARGET AUDIENCE

- 200+ captive audience who attended Feast events in the past
- 125,000 market attendance to promote to in October and November:
 - While diverse overall, our customer base skews toward highly educated women between 25-45 years old.
 - Half of our shoppers have an average household income over \$100,000/year.
 - Our social responsible and environmentally conscious shoppers care deeply about healthy food, sustainable agriculture, and prioritize supporting local businesses





ABOUT US

FRESHFARM is a 501(c)3 nonprofit

Our mission is to promote sustainable agriculture and promote food access and equity in the Mid-Atlantic region.

RESPONSE TO COVID-19

Healthy food and nutrition has never been more important during this pandemic. To respond to the crisis, we enforced new safety protocols to keep our farmers market open and safe as crucial access points for fresh food that sustain farmer livelihoods.

We expanded our Pop Up Food Hub food distribution program this year to provide 17,000+ bags of produce to low-income families and seniors - equal to 300,000 servings of fruits and vegetables!

Our FoodPrints program quickly adapted to provide distance learning programming and online resources as well as an immersive summer program that delivered materials, tools, and produce to children's homes to learn alongside a FoodPrints teacher online.

MEDIA REACH

- All of our social media channels including FoodPrints and specific farmers market handles across Facebook, Instagram, and Twitter total over 67,000 followers.
- Our @freshfarmdc handle alone reaches 45,000 followers.
- Our email newsletter reaches an audience of 20,000 subscribers

OPPORTUNITY

The goals of this year's virtual event are to:

- Entertain and cultivate an online community at a time when in-person gatherings are not available, while promoting healthy cooking and eating
- Celebrate the bounty of exceptional local products we have in our region and at our disposal, even in challenging times.
- Raise funds to support FRESHFARM's efforts to sustain farmer livelihoods, provide healthy, local food to underserved communities, and promote healthy eating through nutrition education

Not only will sponsors have a unique opportunity to support healthy local food access during the COVID-19 public health crisis, but sponsors will also be able to:

- Present your business to a wide, diverse audience who will watch the virtual Chef Demo, and/or order Feast boxes, or view event promotional materials at our markets
- Align with the FRESHFARM brand that represents health, sustainability, and community engagement

To become a sponsor:

Complete the enclosed form and submit to Mike Cleary at development@ffm.org.

We are happy to answer any questions you may have or work with you to adjust the package to suit your needs. Sponsorships are tax-deductible to the extent of the law.



	PLATINUM \$20,000 (\$19,250 is tax-deductible)	GOLD \$10,000 (\$9,460 is tax-deductible)	SILVER \$6,000 (\$5,550 is tax-deductible)	BRONZE \$3,500 (\$3,200 is tax-deductible)	FARMER FRIEND \$1,500 (\$1,350 is tax-deductible)
Logo/Listing on website, video credits, promotional materials at market*	Prominent Logo Placement	Preferred Logo Placement	Logo	Listing	Listing
E-newsletter recognition reaching 20,000 subscribers	X	X			
Social Media recognition reaching 67,000 media followers	X	X	X	X	
Special Market-Curated Produce Box to be delivered	10	8	6	4	2
Recognition during Chef Demo	X plus option to have short 30-sec staff or ad feature in program	X			
Include logo in 'Feast Booklet' material in Produce Box*	X plus option to include company promotional material in box	X			
Official Presenting Sponsor 'brought to you by'	X				

*Note: Logo/listing recognition on promotional materials subject to printing deadlines.