



GROW • EDUCATE • PROVIDE

CAPITAL ROOTS' CORPORATE SPONSORSHIP OPPORTUNITIES

Capital Roots works to nourish healthy Capital Region communities by providing access to fresh food and green spaces for all. Our 12 unique programs lead the way nationally in demonstrating how people can take control of their food supply to improve health, increase access to quality food for the hungry and improve our environment.

JOIN US as a corporate sponsor of an event or program today!

EVENT SPONSORSHIPS

INVESTMENT

BENEFITS

Capital Roots' Spring Brunch May 5, 2019

Each year, more than 700 donors, community gardeners, supporters and volunteers enjoy an extensive buffet donated and prepared by more than 100 local restaurants and friends of Capital Roots

Autumn Evening in the Garden September 12, 2018

More than 350 guests enjoy food and beverages prepared by the area's finest chefs with product from local farms and producers

Garden Bowl January 2019 (Date TBD)

120 sponsored bowlers compete for prizes at Uncle Sam Lanes

\$5,000 – *Community Advocate*
****Lead Sponsor****

12 tickets to brunch

\$2,500 – *Champion Grower*
10 tickets to brunch

\$1,000 – *Family Farmer*
6 tickets to brunch

\$500 – *Cultivator*
4 tickets to brunch

\$5,000 – *Community Advocate*
8 tickets to event

\$2,500 – *Champion Grower*
6 tickets to event

\$1,000 – *Family Farmer*
4 tickets to event

\$500 – *Cultivator*
2 tickets to event

\$1,000 – *Perfect Game*
Sponsor

\$500 – *Strike Sponsor*

\$250 – *Spare Sponsor*

\$100 – *Lane Sponsor*

Exclusive banner at event with logo as featured sponsor of Silent Auction, Dessert or Main Buffet, Beverage Station, Children's Activities; **Premier logo placement** on all materials *plus:*

Full Page ad in the event program; Exclusive banner at event with logo *plus:*

Logo on 5,000 invitations and in on-site signage; Ad in 600+ event programs *plus:*

Name in event program, invitation, website for a year and in 6,000 mailed newsletters

Exclusive banner at the event as featured sponsor and **Premier logo placement** on all materials *plus:*

Full Page ad in the event program; Exclusive banner at event with logo *plus:*

Logo on 4,000 invitations and in on-site signage; Ad in 300 event programs *plus:*

Name in event program, invitation, website for a year and in 7,000 mailed newsletters

Opportunity to speak at event; Logo on event brochure; **Premier logo placement** *plus:*

Exclusive banner at the event; Listing in press releases *plus:*

Logo on sign at event; Listing on brochure/flyers *plus:*

Listing in 7,000 printed newsletters; Logo on sign over lane

PROGRAM SPONSORSHIPS

INVESTMENT

BENEFITS

Taste Good Series

This program uses games, music, books and tastings to teach urban schoolchildren from Pre-K – 2nd Grade that healthy fruit and veggies can be delicious

\$15,000

\$2,500

\$1,000

Full program Sponsorship; Logo on all materials for 10 classrooms, on website for a year and in 7,000 printed newsletters

Logo on all materials for five classrooms, on website for a year and in 7,000 printed newsletters

Logo on all materials for two classrooms; Listing on website for a year and in 7,000 printed newsletters

Veggie Mobile®

This innovative produce aisle on wheels provides access to affordable fresh produce at more than 20 urban 'food deserts' and senior centers serving 66,000 customers per year

\$30,000 / year EXCLUSIVE

\$5,000

\$1,000

Logo on the Veggie Mobile® for a year *plus:* *** NOT AVAILABLE**

Logo on crew apparel, flyers and recipes *plus:*

Listing in 7,000 printed newsletters and on website for a year

Veggie Mobile® Sprout

This mobile market is a smaller version of the Veggie Mobile® that makes more than 12 weekly stops

\$15,000 / year EXCLUSIVE

\$2,500

\$1,000

Logo on the Sprout for a year *plus:* *** NOT AVAILABLE**

Logo on crew apparel and flyers *plus:*

Listing in 7,000 printed newsletters and on website for a year

Healthy Stores

Provides and services custom produce display units to urban 'corner stores', giving residents' access to a variety of fresh produce every day

\$30,000 / year EXCLUSIVE

\$5,000

\$2,500

\$1,000

Logo on Healthy Stores van for a year *plus:* *** NOT AVAILABLE**

Logo on six display units – including one large (choose locations)

Logo on three display units (choose locations)

Listing on flyers, in 7,000 printed newsletters and on website for a year

Produce Project

Teaches under-privileged teens valuable life and career skills as they work a year-round urban farm and sell the product of their labor

\$10,000 / year EXCLUSIVE

\$1,200 – *Sponsor a student for a semester!!*

Logo on Produce Project van for a year, *plus:*

Listing in 7,000 printed newsletters, on website for a year AND receive invites to student dinners and events

PROGRAM SPONSORSHIPS

INVESTMENT

BENEFITS

Squash Hunger

Collects and distributes 80,000 pounds of donated, rescued and gleaned fresh produce to local shelters, food pantries and shelters annually throughout the Capital Region

\$15,000 / year **EXCLUSIVE**

\$2,500

\$1,000

\$500

Logo on the Squash Hunger van for a year **plus:**

Logo on signage at collection sites **plus:**

Logo in 7,000 printed newsletters and on website for a year

Listing in 7,000 printed newsletters and on website for a year

Urban Greening

Trees cleanse the air and absorb noise in urban areas, increase property values and improve the quality of life for residents and commercial areas

\$15,000 *Plants 50 trees in one city*

\$7,500 *Plants 50 trees in one city*

Logo on publicity materials, **plus:**

Listing in 7,000 printed newsletters and on website for a year

Community Gardens

More than 4,000 gardeners grow food at 50+ gardens located throughout the Region

\$15,000

\$2,500 / year **or**

\$10,000 for 5 yrs

\$1,000

Logo on signage at ten gardens for a year (you choose), in 7,000 printed newsletters and on website for a year

Logo on signage at three gardens for a year, logo in 7,000 printed newsletters and on website for a year

Logo on signage at one garden for a year, listing in 7,000 printed newsletters and on website for a year

FOR MORE INFORMATION

Contact Amy Klein at amy@capitalroots.org or 518-274-8685