



CAPITAL ROOTS' CORPORATE SPONSORSHIP OPPORTUNITIES 2022

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

JOIN US as a corporate sponsor today!

PROGRAM SPONSORSHIPS

INVESTMENT

BENEFITS

Community Gardens

More than 4,000 gardeners grow food at 55 gardens located throughout the Region

\$25,000 / year EXCLUSIVE

\$15,000

**\$2,500 / year -or-
\$10,000 for 5 yrs**

\$1,000 "Adopt a Garden"

Logo on Gardens' truck AND on signage at ten gardens for a year (you choose), on website and in 7,500 printed newsletters

Logo on signage at ten gardens for a year (you choose), in 7,500 printed newsletters and on website for a year

Logo on signage at three gardens for a year, logo in 7,500 printed newsletters and on website for a year

Logo on signage at one garden for a year, listing in 7,500 printed newsletters and on website for a year and company site cleanup activities

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

\$5,000

**\$1,200 - Sponsor a student
for a semester**

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

Logo on Urban Farm; company farm work days

Listing in 7,500 printed newsletters and on website for a year

Farm to School

Brings local food to school cafeterias, connecting community, improving student diets, and building the local economy

\$15,000 / year EXCLUSIVE

\$10,000

\$5,000

\$2,500

Logo on Farm to School delivery vehicle which travels throughout the Greater Capital Region, **plus:**

Logo on promotional signage in school cafeterias

Logo on website and in 7,500 printed newsletters

Listing on website and in 7,500 printed newsletters

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 Squash Hunger van for a year, **plus:** *NOT AVAILABLE

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

Logo in 7,500 printed newsletters and on website for a year

Listing in 7,500 printed newsletters and on website for a year

PROGRAM SPONSORSHIPS

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

Veggie Mobile®

This innovative produce aisle on wheels provides access to affordable fresh produce at more than 22 urban ‘food deserts’ and senior centers serving 66,000 customers per year

Veggie Mobile® Sprout

This mobile market is a smaller version of the Veggie Mobile® that makes more than 15 weekly stops

Healthy Stores

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

Virtual Veggie Mobile®

An online marketplace where local producers list produce, dairy, meat and value added products for sale to individual and institutional buyers

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

INVESTMENT

\$15,000

\$2,500

\$1,000

\$30,000/year EXCLUSIVE

\$5,000

\$1,000

\$15,000/year EXCLUSIVE

\$2,500

\$1,000

\$40,000/year EXCLUSIVE

\$5,000

\$2,500

\$1,000

\$15,000/year EXCLUSIVE

\$2,500

\$1,000

\$500

\$15,000 Plants 50 trees in one city

\$7,500 Plants 25 trees in one city

BENEFITS

Full program sponsorship: Logo on vehicle for a year and all materials for 10 classrooms, on website for a year and in 7,500 printed newsletters

Logo on all material for five classrooms, on website for a year and in 7,500 printed newsletters

Logo on all materials for two classrooms; Listing on website for a year and in 7,500 printed newsletters

Full program sponsorship:
Logo on the Veggie Mobile(R) for a year, **plus:** *NOT AVAILABLE

Logo on flyers, logo on website and in newsletter for a year, **plus:**

Listing in 7,500 printed newsletters and on website for a year

Full program sponsorship:
Logo on the Sprout for a year, **plus:** *NOT AVAILABLE

Logo on flyers, logo on website and in newsletter for a year, **plus:**

Listing in 7,500 printed newsletters and on website for a year

Logo on Healthy Stores van for a year and all display units and marketing, website and newsletter, **plus:** *NOT AVAILABLE

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

Logo on three display units (choose locations)

Listing on flyers, in 7,500 printed newsletters and on website for a year

Logo on delivery vehicle, **plus:**

Logo on marketplace site for year, **plus:**

Logo on sticker placed on all marketplace orders, **plus:**

Logo in 7,500 printed newsletters and on website for a year

Logo on publicity materials, **plus:**

Listing in 7,500 printed newsletters and on website for a year

JOIN US as a corporate sponsor at our Spring Auction and Autumn Evening in the Garden .

EVENT SPONSORSHIPS

Capital Roots' Spring Brunch May 1, 2022

Our Spring Brunch will feature great food by 125 of the region's restaurants and community volunteers, a fabulous silent auction, and the one-of-a-kind atmosphere that you only get at this unique event.

Autumn Evening in the Garden

September 15, 2022

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

INVESTMENT

\$5,000 – Community Advocate

\$2,500 – Champion Grower

\$1,000 – Family Farmer

\$500 – Cultivator

\$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

BENEFITS

Featured sponsor of either Silent Auction, Dessert Buffet, Food Buffet, Beverage Station, or Childrens Zone, **plus:**

Exclusive banner with company logo, full page b/w advertisement in event brochure and invitation, **plus:**

Logo on Capital Roots' Website and Newsletter, listing in press release

Listing on event brochure, invitation, website and newsletter.

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 7,500 mailed newsletters.

Yes! I would like to help make the Capital District a greener and healthier place to live and work.

Company name (as you would like listed): _____

Contact Name: _____ Address: _____

Phone: _____ Email: _____

Sponsorship Opportunity: _____ Amount: _____



GROW • EDUCATE • PROVIDE

We must receive your sponsorship commitment no later than March 5, 2022.
Please email high resolution logos to media@capitalroots.org and mail your check to:

Capital Roots, 594 River Street, Troy, NY 12180