



SUSTAINABLE FOOD CENTER

2016-2017 PARTNERSHIP PACKET

Sustainable Food Center cultivates a healthy community by strengthening the local food system and improving access to nutritious, affordable food. SFC envisions a food-secure community where all children and adults grow, share and prepare healthy, local food.



GROW. SHARE. PREPARE

From seed to table, Sustainable Food Center creates opportunities for individuals and institutions to participate in a vibrant local food system. From hosting interactive cooking and food gardening classes to promoting business for local farmers, we strive to empower Central Texas residents to improve their long-term health and food security. At SFC, we structure our programs around our three tenets of a healthy food system:

Grow.

SFC's Grow Local program offers the resources and education to empower children and adults in Central Texas to grow their own food for the health and well-being of themselves, their families, their community, and the environment.

Share.

SFC's Farm Direct program ensures access to fresh, healthy food for all Central Texas residents through a range of ventures that spur the local economy and promote direct relationships with area farmers.

We also host four weekly SFC Farmers' Markets at locations throughout Austin. All markets offer our Double Dollars program for residents on food assistance, which enables approximately 2,800 SNAP/WIC clients annually to access up to \$20 per week in additional benefits to purchase fresh fruits and vegetables.

Prepare.

SFC's Happy Kitchen/*La Cocina Alegre*® is a nationally recognized cooking and nutrition education program that aids individuals and institutions in making lasting dietary and behavioral changes.



SFC IMPACT – YOUR INVESTMENT

SFC creates opportunities for individuals to make healthy food choices and to participate in a vibrant local food system. We achieve this through proven, community-based, seed-to-table programming and in FY 2016, SFC served over 300,000 Central Texans. Some highlights from our last fiscal year include:

- Assisted 161 school and community gardens with training, classroom activities, and technical support.
- Served over 40,000 children in 53 AISD schools by helping bring local produce into cafeterias, and by providing educational materials and programming.
- 67 local farmers and food producers realized over \$3 million in sales through the SFC Farmers' Market(s).
- Distributed a dollar-for-dollar match on food assistance vouchers spent on fresh produce for over 2,700 low-income clients through the Double Dollar Incentive Program.
- Facilitated 20 free six-week healthy cooking and nutrition education class series in neighborhoods all over Austin for nearly 526 participants.
- Served hundreds of children through 16 school year and summer camp field trips in our Teaching Garden and Kitchen.



SFC BOARD OF DIRECTORS

CHAIR: Brian Gordon

*Senior Client Manager,
Bank of America Merrill Lynch*

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Executive Director, Austin Parks Foundation

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UT Law School*

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Dr. Shelly Sethi

*Integrative and Functional Medicine Family
Physician and Owner, Dr. Shelly Sethi, PLLC*

Nancy Spencer

Regional Finance Lead, Google Fiber





Wednesday, May 10, 2017

Barr Mansion & Artisan Ballroom

Farm to Plate is Sustainable Food Center's annual benefit that exclusively focuses on local food and beverages deliciously prepared by acclaimed Austin Chefs! This wonderful event introduces over 600 guests to the sustainable farm and ranch offerings of Central Texas and the benefits of buying locally-grown food which supports family farms. Our 2017 event will be our 10th annual and include over 30 acclaimed chefs, numerous local breweries and spirits brands, in addition to biodynamic wines and a beautiful indoor-outdoor setting at the historical Barr Mansion, our nation's first certified organic special events venue. Our VIP experience will be our best yet, with a private food and cocktail hour before the event for guests to eat and mingle with Austin's finest chefs. Farm to Plate benefits the programs of Sustainable Food Center.

RETURN ON YOUR INVESTMENT: 600 attendees will experience in-person impressions of your brand, with a total of nearly 1 million impressions (pre- and post-event) in combined online, print and broadcast media.

FARM TO PLATE SPONSORSHIP OPPORTUNITIES

	\$2,500	\$5,000	\$10,000	\$25,000
	GERMINATOR	GROWER	POLLINATOR	PROPAGATOR
One Table for 10 Guests	✓	✓	✓	✓
Recognition on Event Communications (e-invitation, e-correspondence, ads, press releases, etc.)	Name Only (Not included in Press Releases)	Logo (Name only in Press Releases)	Prominent Logo (Name only in Press Releases)	Prominent Logo (Logo in Press Releases)
Event Recognition	<ul style="list-style-type: none"> Name in Event Presentation Name on Event Signage Name on Program 	<ul style="list-style-type: none"> Logo on Event Signage Logo in Event Presentation Logo on Program 	<ul style="list-style-type: none"> Verbal Thank You by Executive Director Custom slide in Event Presentation Prominent logo on Event Signage Prominent Logo on Program 	<ul style="list-style-type: none"> Verbal Thank You by Executive Director "Presented by..." and Prominent logo on Event Signage Custom slide in Event Presentation Logo on Cover of Program
Recognition in SFC Newsletter	General Thank You	General Thank You	Individual Thank You	Prominent and Custom Thank You
Recognition in Annual Report	Name	Logo	Prominent Logo	Most Prominent Logo
Recognition in Social Media		General Group Thank You Post	<ul style="list-style-type: none"> Custom Thank you Post Logo Inclusion in Facebook Cover Image 	<ul style="list-style-type: none"> Custom Thank you Post Logo Inclusion in Facebook Cover Image
VIP Experience Exclusive time with Chefs for a pre-hour of tastings and drinks		✓	✓	✓
Champagne & Tequila		✓	✓	✓
VIP Parking		✓	✓	✓
Sponsor an SFC Farmers' Market			✓ Once a year	✓ Twice a year
Team building activity or company meeting in our space			✓ Once a year	✓ Twice a year
Group Volunteer Opportunity in Teaching Garden			✓ Once a year	✓ Twice a year
One Extra VIP Table for 10, PLUS custom giveaway for guests				✓
Naming Rights ("Presented by...")				✓

FARM TO PLATE SPONSORSHIP OPPORTUNITIES

Farm to Plate Ticket Prices:

\$550: Individual VIP Ticket

\$300: Individual General Admission Ticket

\$250: Individual VIP Upgrade (General Admission Table Guests Only)

Website, Newsletter and Social Media Reach Numbers:

SFC Website: Over 15,000 visits per month

SFC Newsletter: 14,000+ subscribers (Every Thursday)

Facebook: 16,000+ Likes

Twitter: 3,000 followers

Instagram: 2,750 followers



FARM TO PLATE SPONSORSHIP OPPORTUNITIES

\$25,000 Propagator Level:

- Naming Rights (“Farm to Plate Presented by...”) for all messaging
- Two VIP tables for 10 guests each (20 total)
- VIP Experience:
 - Exclusive time with Chefs for a pre-hour of tastings and drinks
 - VIP Parking
 - Champagne and Tequila on tables
- Custom giveaway for each table guest
- Prominent logo in all event communications: e-invitation, e-correspondence, advertisements, press releases, etc.
- Recognition at event:
 - Verbal thank you by Executive Director during program
 - “Presented by...” and prominent logo on event signage
 - Custom slide in event presentation
 - Logo on cover of program
- Prominent and custom recognition in SFC newsletter
- Prominent logo recognition in annual report
- Recognition in social media:
 - Individual and prominent thank you post
 - Logo inclusion in Facebook cover image
- Sponsor an SFC Farmers’ Market twice per year
- Host team building activity at SFC or opportunity to hold company meeting in our space twice per year
- Group Volunteer Opportunity in Teaching Garden

\$10,000 Pollinator Level:

- One VIP table for 10 guests
- VIP Experience:
 - Exclusive time with Chefs for a pre-hour of tastings and drinks
 - VIP Parking
 - Champagne and Tequila on tables
- Prominent logo in all event communications: e-invitation, e-correspondence, advertisements, press releases, etc.
- Recognition at event:
 - Verbal thank you by Executive Director during program
 - Prominent logo on event signage
 - Custom slide in event presentation
 - Prominent Logo on program

FARM TO PLATE SPONSORSHIP OPPORTUNITIES

\$10,000 Pollinator Level (continued):

- Prominent and custom recognition in SFC newsletter
- Prominent logo recognition in annual report
- Recognition in social media:
 - Individual and prominent thank you post
 - Logo inclusion in Facebook cover image
- Sponsor an SFC Farmers' Market once per year
- Host team building activity at SFC or opportunity to hold company meeting in our space once per year
- Group Volunteer Opportunity in Teaching Garden

\$5,000 Grower Level:

- One VIP table for 10 guests
- VIP Experience:
 - Exclusive time with Chefs for a pre-hour of tastings and drinks
 - VIP Parking
 - Champagne and Tequila on tables
- Logo in all event communications: e-invitation, e-correspondence, advertisements, press releases (name only), etc.
- Recognition at event:
 - Logo on event signage
 - Logo in event presentation
 - Logo on program
- Recognition in SFC newsletter
- Logo recognition in annual report
- Recognition in social media

\$2,500 Germinator Level:

- One General Admission table for 10 guests
- Name in event communications: e-invitation, e-correspondence, advertisements
- Recognition at event:
 - Name on event signage
 - Name in event presentation
 - Name on program
- Recognition in SFC Newsletter
- Name recognition in annual report

ADDITIONAL ENGAGEMENT OPPORTUNITIES

Volunteering

Whether you are interested in participating in a company volunteer day or as an individual, SFC offers many ways for you or your team to get involved. Sign up for a volunteer orientation at sustainablefoodcenter.org.

SFC Farmers' Market Sponsorship

Companies interested in engaging with our farmers' market attendees and promoting their brand can do so by sponsoring one of our Farmer's Markets. The four sites represent gross sales of \$2.15 million with more than 200,000 visitors per year.

Private Events at The Happy Kitchen/ *La Cocina Alegre*®

Whether you're looking for an interactive, educational cooking demonstration or a hands-on cooking experience, our private and group cooking classes are fun, informal and unique ways for cooks and non-cooks to enjoy time together in SFC's The Happy Kitchen/La Cocina Alegre®. Like all SFC's classes, our private classes feature seasonal recipes, skill-building and making healthier choices.

Rental Opportunity

Our fully functional commercial kitchen is perfect for self-catered holiday get-togethers, birthday parties, business meetings, movie nights, family gatherings and celebrations. When combined with the adjacent community room, our solar-powered, 4-star rated green energy space can accommodate up to 75 people.

Farm Fresh Produce at Your Worksite

Farm to Work is an employee wellness project that delivers farm-fresh, locally grown produce right to employees at partner worksites. The program provides farmers with a reliable and economically viable marketing outlet.

Board of Directors and Committees

The board is instrumental in the success of SFC through personal giving, organizational oversight, relationship development, and policy influence as well as extending our mission.

Please contact Jess Gaffney, Development Director, at jess@sustainablefoodcenter.org if interested in any of the above opportunities.

2017 FARM TO PLATE SPONSORSHIP FORM

Yes! I/We, _____, would like to help cultivate a healthy community with a sponsorship to Sustainable Food Center.

Please mark your chosen level:

_____ \$25,000 _____ \$5,000

_____ \$10,000 _____ \$2,500

Additional Individual Tickets:

VIP @ \$500 each _____

General Admission @ \$300 each _____

Individual VIP Upgrade (General Admission Table Guests Only) @ \$250 each _____

Company Name (Please print as you would like it to appear in donor recognition materials)

Contact Name and Title

Address

City

State

Zip

Email

Phone

Signature

Date

For more information, please contact:

Jess Gaffney, Development Director

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jess@sustainablefoodcenter.org, (512) 220-1088

sustainablefoodcenter.org

