



## City Slicker Farms 2021 Event Sponsorships

### About City Slicker Farms

For almost 20 years, City Slicker Farms has demonstrated how long-term, sustained support for people to grow their own food is essential to fighting food insecurity in low-income communities.

City Slicker Farms' mission is to increase wellness and build community through equitable access to healthy food, thriving gardens, and urban green space. We partner with low- and fixed-income communities and communities of color to achieve equal access to fresh, healthy, organic food and green space. Please see [our website](#) for more information.

### City Slicker Farms' Audiences

- Supporters of City Slicker Farms are: foodies, gardeners, academics, entrepreneurs, non-profit & for-profit professionals, and leading community members in the Bay Area
- Each year we work with over 500 gardeners in the East Bay, host hundreds of visitors at our West Oakland Farm Park, and partner with a dozen local organizations.
- Social Media reach: Over 15,000 unique website users and 47,000 page views; 6,400 followers on Instagram; 6,648 followers on Facebook; 6,000 newsletter subscribers
- General profile of donors: moderate to high income individuals living in cities across the Bay Area (nearly 50% live in Oakland and Berkeley)
- We also reach the wider general public. City Slicker Farms has been featured on several news and other media outlets such as HGTV, Wall Street Journal, SF Chronicle, Edible East Bay, best-selling books (such as Farm City by Novella Carpenter)

### 2021 Events

This fall, we are excited to host two in-person events to celebrate the harvest season and prepare for our expanded children's programming starting in 2022. The first event will be a community-focused Halloween event for neighborhood children and families. The following weekend, we will host a catered picnic fundraiser focused on energizing our supporters around the exciting new youth-focused programming we will be offering in the new year.

#### **Fall Family Day at the Farm Park | Saturday, October 30th, 2:00 pm to 5:00 pm PST**

During the month of October, the Farm Park will transform into a haunted farm filled with spooky sights for all to enjoy. On the eve of Halloween, CSF will invite West Oakland families and community members to an afternoon centered around pumpkin painting, haunted farm tours, children's story time, and community conversations about upcoming projects at the Farm Park.

#### **Fall Picnic at the Farm Park | Saturday, November 6th, 4:00 pm to 7:00 pm PST**

We are excited to host an intimate in-person picnic-style event for our partners, supporters, and community members. In the audience will be a curated list of philanthropists, foodies, academics, activists, and more. Guests will receive a seasonal four-course meal prepared by Chef Laurie Alessandra while enjoying live music from young local musicians and enjoying other outdoor activities.



## 2021 Event Sponsorship Levels and Benefits

City Slicker Farms is excited to offer your company a multiple event sponsorship opportunity that expands your brand awareness and supports food access. We invite you to be a sponsor at one of the following levels (please check the box next to selected level)

**Orchard Sponsor - \$10,000**

- Logo and name recognition as a Presenting Sponsor on plaque at the Farm Park
- Logo on City Slicker Farms' website for 1 year
- Logo featured on all event materials, signage, invitations, webpages, and social media
- Special thank you from our Executive Director at both fall events
- Dedicated social media post *and* blog post highlighting your sponsorship
- Private volunteer day for up to 30 staff, including team building exercises, farm work stations, and a food justice workshop
- Includes hyperlink to your website/product page in thank you email sent to guests
- Recognition in City Slicker Farms' annual report

**Tree Sponsor - \$5,000**

- Logo featured on all event materials, signage, invitations, webpages, and social media
- Logo on City Slicker Farms' website for 1 year
- Special thank you from our Executive Director at both fall events
- Dedicated social media post highlighting your sponsorship
- Private volunteer day for up to 20 staff, including team building exercises, farm work stations, and a food justice workshop
- Includes hyperlink to your website/product page in thank you email sent to guests
- Recognition in City Slicker Farms' annual report

**Sprouts Sponsor - \$2,500**

- Company name listed in social media post recognizing all Sprouts and Seed sponsors
- Includes hyperlink to your website/product page in thank you email sent to guests
- Logo featured on event invitations, signage, and webpages
- Company name listed in social media post recognizing all Sprouts and Seed sponsors
- Recognition in City Slicker Farms' annual report

**Seed Sponsor - \$1,250**

- Logo featured on event invitations, signage, and webpages
- Company name listed in social media post recognizing all Sprouts and Seed sponsors
- Recognition in City Slicker Farms' annual report

### Overall Benefits

- > Reach and connect with thousands of prospective customers and partners
- > Association with a reputable, high impact nonprofit organization
- > Garner positive attention through many forms of communication (online, print, in-person)
- > City Slicker Farms bandanas available for your staff upon request

Questions? Contact Kelly ErnstFriedman, Executive Director at [kelly@cityslickerfarms.org](mailto:kelly@cityslickerfarms.org)

Name/Company as I would like to be acknowledged: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Would you like to pay an additional 3.75% to cover credit card processing fees? \_\_\_ Yes \_\_\_ No \_\_\_ N/A

Total amount approved: \_\_\_\_\_ (please select) \_\_\_ VISA \_\_\_ Mastercard \_\_\_ AMEX

Credit card number \_\_\_\_\_

Expiration Date (MM/YY): \_\_\_\_\_ Security code (3 or 4 digits on back): \_\_\_\_\_

Checks should be made payable to: City Slicker Farms, 2847 Peralta St. Oakland, CA 94608