

2022 Local Food Fair

Sponsorship

The region's largest local food celebration!



About the Event

Over the past ten-plus years, The Local Food Fair has been Farmshed's largest annual community event. The Local Food Fair is a unique place where guests can have direct access and discover their favorite local farms and businesses in one location. In 2020, over 2,200 guests were able to learn and buy from 81 exhibitors in the marketplace and discover 12 new restaurants from our Chef's Competition. The 2022 Farm Fresh Atlas will make its debut at the Fair and all guests can pick up their own copy to take home. The Fair inspires people to get interested and more involved in the local food community in Central Wisconsin.

Your Support

Proceeds from sponsorships support Farmshed's annual programming and events that promote the mission of growing a resilient local food community. Farmshed's work is diverse and practical; everything we do is about making connections that build a local food system.

Since July 2020, Farmshed has been able to provide 4,000 culturally appropriate meals to area Hmong families with CAP Services. In partnership with Beloved Community Church and the Rotary Club of Portage County, we prepared 500 servings of nutritious soup and bread to those struggling. Through community financial support we've provided 380 meals, two meals per month, to the Hope Center. Sponsorships help maintain and expand Farmshed's programs which allow us to progress towards a resilient and equitable local food community.

Sponsorship Perks (Explained on the back page)

Sponsorship Levels	Local Food Fair Rainmaker \$7,500	Local Food Fair Barnraiser \$5,000	Local Food Fair Harvester \$2,500	Local Food Fair Cultivator \$1000
Acknowledgement	Large Logo	Medium Logo	Small Logo	Name
Communications and Social Media	Prominent Recognition on event communications	Prominent Recognition on event communications	Recognition on event communications	Recognition on event communications
Shout Out at the Local Food Fair	5 Shout outs during the Fair	3 Shout outs during the Fair	1 Shout outs during the Fair	1 Shout outs during the Fair
Farm Fresh Atlas	Half Page Advertisement (\$400 value)	Quarter Page Advertisement (\$200 value)	Business Card Advertisement (\$75 value)	—
Vendor Table	Included (\$50-100 value)	Included (\$50-100 value)	Discount Offered	Discount Offered

** We can accommodate any level of sponsorship. Contact us with questions. **

Questions about Local Food Fair Sponsorship? Call 715.544.6154 or email info@farmshed.org

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Explanation of Sponsorship Perks

Onsite Acknowledgement: To promote the amazing sponsors of the Fair, Farmshed will give recognition with logo placement online, in-print, and onsite to ensure Local Food Fair attendees recognize the businesses who donated to support the local food community.

Communications and Social Media: Farmshed uses networking mediums to help fans follow our work, share ideas, and spread the word about important food system work happening right here in Central Wisconsin and across the country. These tools will be a staple of our promotional plan for the Fair and sponsors will reap the benefits.

Farmshed's network reach includes:

- 1,595 Instagram followers
- 3,009 contacts in MailChimp email system
- 4,860 Facebook page followers

Shout out at the Fair: Farmshed will be hosting a local food guest and performer panel for the duration of the Fair to offer further education and entertainment to our guests. Your organization will be verbally recognized by our moderator and/or performers.

Central WI Farm Fresh Atlas: The Atlas is a free local food guide connecting local residents to local farms, businesses, and resources that support a growing local food economy in Central Wisconsin. The Atlas is released at the Local Food Fair; 15,000 copies are distributed to markets, farms, businesses, and libraries annually across 11 counties.

*****Must complete sponsorship by October 10th deadline for the Atlas perk!*****

Exhibitor Table: An expected attendance of 2,200 people gives Exhibitors the opportunity to greet community members and share the story behind their goods and services.

Thank you for lending your support to the local food community.
You're part of a growing movement.

Questions about Local Food Fair Sponsorships? Looking to donate more?
Call 715.544.6154 or email info@farmshed.org

2022 Sponsorship

This Form is Available Online:

<http://www.farmshed.org/local-food-fair/sponsorship/>

Donor Information:

Company Name: _____

Acknowledge as (how you would like your name to be printed):

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

- I am interested in the Perks described and understand that this Sponsorship is not a tax deductible contribution because I am receiving goods in exchange for my contribution.

Sponsorship Amount: \$ _____

- Please consider this a tax deductible donation, I would like to forgo the Sponsorship Perks.

Donation Amount: \$ _____

Signature: _____ Date: _____