



A Seat at the Table

Promote your business. Enhance your image. Support your Community.



Saturday, August 6, 2011
Poughkeepsie Farm Project
P.O. Box 3143
Poughkeepsie, NY 12603

Sponsorship Packet



Who we are

The Poughkeepsie Farm Project is a 501(c)(3) non-profit organization that operates a member-supported vegetable farm in the City of Poughkeepsie and programs that benefit thousands of people in Poughkeepsie and beyond. The PFP began in 1999 as a community farm with a commitment to education and food justice. The first season, 70 Community Supported Agriculture (CSA) shareholders enjoyed produce from three acres of reawakened farmland leased from Vassar College. Twelve years on, some 400 families are shareholders that take home 75% of the 60 tons of Certified Naturally Grown produce grown on 10 acres. The other 25% is made available to low income members of our community through our Food Share program, which is aimed at addressing hunger and increasing access to affordable, nutritious food. The PFP's 10 acres are the base for transformative educational experiences for learners of all ages. Hundreds of people benefit each year from our experiential educational programs and countless more are inspired and rejuvenated in more informal and quiet ways. We are dedicated to providing healthy food, strengthening our community and stewarding the environment.

What is A Seat at the Table?

A Seat at the Table is a unique culinary experience that highlights the bounty of farm-fresh summer produce while bringing issues related to sustainable agriculture to the table. The event is limited to 100 guests who dine in the farm fields al fresco. This event features a well-regarded chef, food producers, freshly harvested, prepared and local food and wine, all served in a beautiful and tranquil setting in the company of sophisticated and influential decision makers.

What your sponsorship supports

The Poughkeepsie Farm Project provides learning opportunities about food and farming and improves access to healthy, locally-grown food while using community-based strategies to produce food, create and support venues for food distribution, and educate youth and adults. We create urban vitality through food and farming that improve the health of people, communities and the environment.

100% of the money raised from A Seat at the Table goes back to support our programs, including:

- *Food Share:* This program improves access to fresh, healthy food for low income community members.
- *Farmers' Market:* Management of and participation in the Poughkeepsie Farmers' Market to make healthy, local food accessible for downtown customers.
- *City Seeds:* A program that provides opportunities for young people – urban youth and future farmers – to engage in meaningful, skill-building work while learning to grow and eat fresh food, save seeds, and make a difference in their communities and the food system.
- *Community Education:* Our working farm is a unique educational resource for a wide diversity of individuals and groups who are interested in learning more about food and agriculture.
- *Food Donations:* Each week, the PFP donates harvested produce to local emergency food providers, including soup kitchens, food pantries and shelters.



sponsor application form

COMPANY NAME

CONTACT PERSON (FIRST & LAST NAME)

TITLE

PHONE #

EMAIL

ADDRESS

CITY

STATE

ZIP

Options ~ please select the sponsorship option(s) in which you would like to participate:

Sponsorship Package

In-Kind Contribution

Table Arrangement Advertising

Gift Bag Advertising

Level:

Product(s):

of arrangements:

Product(s):

\$3,000 Community Builder

\$1,500 Farmer

\$750 Harvest

\$500 Crop

\$250 Seed

Total: \$

Total Value: \$

\$150 per arrangement

Total: \$

\$50 per item

Total: \$

Please return application with payment by Monday, March 14th (to take advantage of all marketing opportunities for your sponsorship options) to:

Poughkeepsie Farm Project
P.O. Box 3143
Poughkeepsie, NY 12603

THANK YOU for supporting A Seat at the Table and the Poughkeepsie Farm Project!



4 Ways to Sponsor

1 Sponsorship Packages	Community Builder \$3,000	Farmer \$1,500	Harvest \$750	Crop \$500	Seed \$250
Company name and logo prominently placed on all event publicity	✓				
Recognition on the Poughkeepsie Farm Project website (with logo and link)	✓	✓			
Recognition in A Seat at the Table press releases and marketing material	✓	✓	✓		
Recognition (with logo) in the July or August issue of the PFP newsletter	✓	✓	✓	✓	
Recognition on event menu keepsake	✓	✓	✓	✓	✓
Direct marketing placement of a gift bag item	✓	✓	✓	✓	✓
Recognition in the PFP annual report in the year of the gift	✓	✓	✓	✓	✓
Complimentary tickets to A Seat at the Table	2	2	0	0	0

2 In-Kind Contributions

Sponsorship levels for in-kind contributions are calculated at 1/2 of the estimated value of goods and/or services. For example, if you donate \$500 worth of product than you will be considered a seed level sponsor. If you are donating a product please consider that we will need 110 for the event. Please view the grid to see which package fits your contribution.

3 Table Arrangement Advertising

For \$150 your business name will be displayed on one of the table arrangements and mentioned at the event. At the end of the event a lucky guest will be able to take home the arrangement with your business name and information attached.

4 Gift Bag Advertising

For \$50, one promotional item of your choice will be placed in each guest's bag. Please consider that we will need 110 promotional items to fill all of the gift bags. Promotional items must be approved by the Poughkeepsie Farm Project.



**[100% of
the money
raised goes
back to support
our programs.]**



Contacts

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Sarah Lee

A Seat at the Table Chair
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Date of the Event

Saturday, August 6, 2011

Top 4 Reasons to Sponsor:

1. Increase your business' visibility in the Hudson Valley.
2. Have access to one of the most sought after demographics niches in the Hudson Valley. This is an exceptional opportunity to promote your business to the sophisticated and influential decision makers.
3. Publicize to hundreds of people via invitations, advertisements posters and media.
4. Show your company's commitment to local, sustainable, healthy food and the community.