



Soup-A-Bowl

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



Sunday, September 18, 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 Soup-A-Bowl?

The PFP invites the community to celebrate the coming of fall with Soup-A-Bowl. Designed for families and individuals that love soup, pottery and community, Soup-A-Bowl is a well-established event that attracts over 250 people from the region. The luncheon includes a generous tasting of several delicious soups, breads and teas. Attendees of the event enjoy entertainment by local musicians, participate in a raffle, and take home a handcrafted pottery bowl.

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 Soup-A-Bowl 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

Level:

\$3,000 Farm Builder

\$1,500 Harvester

\$750 Cultivator

\$500 Planter

\$250 Tiller

Total: \$

In-Kind Contribution

Product(s):

Total Value: \$

Table Arrangement Advertising

of arrangements:

\$150 per arrangement

Total: \$

Please return application with payment by Friday, April 15th (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 Soup-A-Bowl and the Poughkeepsie Farm Project!



3 Ways to Sponsor

	Farm Builder \$3,000	Harvester \$1,500	Cultivator \$750	Planter \$500	Tiller \$250
Company name and logo prominently placed on all event publicity	✓				
Recognition on the Poughkeepsie Farm Project website event page (with logo and link)	✓	✓			
Recognition in Soup-A-Bowl e-mails, press releases and other marketing material	✓	✓	✓		
Recognition (with logo) in the August or September issue of the PFP newsletter	✓	✓	✓	✓	✓
Recognition in Soup-A-Bowl video program	Full screen	1/2 screen	1/4 screen	Listing	
Recognition in the PFP annual report in the year of the gift	✓	✓	✓	✓	✓
Listing on the Partners page of the PFP website	✓	✓	✓	✓	✓
Complimentary tickets to Soup-A-Bowl	8	6	4	2	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 soup, pottery and/or raffle items, you will be considered a tiller level sponsor. 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 that are highlighted 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.



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



Contacts

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Executive Director

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www.farmproject.org

Sophia Hsieh

Soup-A-Bowl Chair

soupabowl@farmproject.org

Date of the Event

Sunday, September 18, 2011

Top 4 Reasons to Sponsor:

1. Increase your business' visibility in the Hudson Valley.
2. Join the community in a popular celebration enjoyed by hundreds of families and individuals.
3. Publicize to hundreds of people via event publicity, invitations, posters and other media (social networking sites, e-mails, newspaper coverage).
4. Show your company's commitment to local, sustainable, healthy food and the community.