



Poughkeepsie Farm Project

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

Partnership Invitation

We invite you to partner with us while drawing positive attention to your business. Your company will receive year-long exposure at our farmers' market and benefits at our two largest fundraising events supporting the Poughkeepsie Farm Project (PFP). Your umbrella sponsorship will create a prominent association in the community between your business and the PFP.

A PFP corporate partnership will place your organization at the forefront of the nationwide movement in support of healthy eating and sustainable agriculture. Our partners receive various marketing benefits that include exposure to more than 400 member families of the CSA, an estimated 10,000 visitors to our farmers' market, and recognition on our website, in our newsletters and in our annual report in the year of the gift.

Our aim is that your company will enjoy an enhanced profile when our members, event participants, partners, and the general public associate your business with the significant, positive difference in the lives of many people who participate in and are aware of our food access and educational programs.

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

Umbrella Sponsorship Opportunity ~ \$8,000





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 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 through sponsorship 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.



Benefits

An umbrella corporate sponsorship receives all of the following benefits, associated with each of the sponsored events.

Poughkeepsie Farmers' Market	A Seat at the Table	Soup-A-Bowl
<ol style="list-style-type: none"> 1. Recognition on the Farmers' Market page of the PFP website (with logo and link) and listing on the Partners' page 2. Recognition (with logo) in the June and October issues of the PFP newsletter 3. Recognition (with logo) on a sign at two Friday markets 4. Recognition in regular Farmers' Market e-mails, press releases and other marketing material 5. Opportunity to set up a table at up to two Friday markets 	<ol style="list-style-type: none"> 1. Recognition on the A Seat at the Table page of the PFP website (with logo and link) and listing on the Partners' page 2. Recognition (with logo) in the July or August issue of the PFP newsletter 3. Recognition on event menu keepsake 4. Recognition in A Seat at the Table e-mails, press releases and other marketing material 5. Invitation to A Seat at the Table 	<ol style="list-style-type: none"> 1. Recognition on the Soup-A-Bowl page of the PFP website (with logo and link) and listing on the Partners' page 2. Recognition (with logo) in the August or September issue of the PFP newsletter 3. Recognition in the Soup-A-Bowl video program, with half screen advertisement 4. Recognition in Soup-A-Bowl e-mails, press releases and other marketing material 5. Two complimentary tickets to Soup-A-Bowl
<ol style="list-style-type: none"> 6. Recognition in the PFP annual report in the year of the gift. 		

**POUGHKEEPSIE
FARM PROJECT**



sponsor application form

COMPANY NAME

CONTACT PERSON (FIRST & LAST NAME)

TITLE

PHONE #

EMAIL

ADDRESS

CITY

STATE

ZIP

Yes, I want to be a 2011 PFP Umbrella Sponsor and receive the associated benefits for \$8,000.

I understand that a variety of sponsorship levels are available to fit my business needs. Please send provide me information about how I can direct my sponsorship toward specific programs or projects or one of these three events:

- Poughkeepsie Farmers' Market
- A Seat at the Table
- Soup-A-Bowl

For more information on the Poughkeepsie Farm Project's customized sponsorship opportunities that have significant marketing value and that will help build your corporate image or brand, please contact Susan Grove at (845) 473-1415 or susan@farmproject.org.

Please return application with payment by Friday, April 15th (to take advantage of all marketing opportunities for your sponsorship) to:

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

THANK YOU for supporting the Poughkeepsie Farm Project!



Poughkeepsie Farmers' Market

Held: June - October

Description: On Fridays in downtown Poughkeepsie, City residents, employees and business owners experience fresh food bounty at this vibrant local product market with special events that create positive community interactions.

In 2011, the PFP will manage – and participate in – a significantly larger Farmers' Market to bring healthy, local food accessible for downtown customers. The market will have two concurrent locations, with one portion on the eastern approach to the Walkway Over the Hudson and the other a short block away in Pulaski Park on Washington Street, not far from the new access stairway for the elevated state park. The market partners and advisory committee aim to make the Poughkeepsie Farmers' Market a not-to-miss destination. It is anticipated that more than 10,000 people will visit the Farmers' Market in its new locations.

A Seat at the Table

Held: August 6, 2011

Description: 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.

Soup-A-Bowl

Held: September 18, 2011

Description: 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.



Contact

Susan Grove

Executive Director

845-473-1415

susan@farmproject.org

www.farmproject.org



Top 6 Reasons to Sponsor:

1. Increase your business' visibility in the Hudson Valley.
2. Publicize to thousands of people via event publicity, signage and other media (social networking sites, e-mails, advertisements, newspaper coverage).
3. Be on the ground floor of building a sustainable Farmers' Market that ensures local fresh food access in Poughkeepsie and supports the regional agricultural economy.
4. Promote your business to the sophisticated and influential decision makers who attend A Seat at the Table.
5. Join the community in a popular celebration enjoyed by the hundreds of families and individuals who attend Soup-A-Bowl.
6. Show your company's commitment to local, sustainable, healthy food and the community.

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

