SUPPORTING

URBAN ROOTS

# TOUR DE FARM

WEDNESDAY, MAY 19 | ONLINE & IN-PERSON

PARTNER OPPORTUNITY DECK

**Urban Roots** uses food & farming to transform the lives of young people and inspire, engage, & nourish the community.

# ABOUT TOUR DE FARM

## TOUR DE FARM IS BACK ON THE FARM!

Tour de Farm brings together Austin's top chefs and Urban Roots' generous community of supporters for an evening of inspiration, creativity, and delicious eats– all in support of tomorrow's future leaders. This year, Tour de Farm will be hosted in part on Urban Roots' new farm in South Austin to raise over $150,000 for our youth leadership programs!

### *Highlights include:*

- Storytelling from Urban Roots Youth Interns, Fellows, and Alumni
- Elegant plates and drinks developed by Austin's Best Chefs
- Specialty auction featuring elevated experiences and luxury items showcasing the best of Austin
- Live DIY stations, demos, and farm tours led by Urban Roots Youth Leaders

# MEDIA & PRESS

## URBAN ROOTS HAS RECENTLY BEEN FEATURED IN THE FOLLOWING NEWS OUTLETS:

Austin American-Statesman

Growing demand: Austin farms' CSA programs surge amid pandemic

culturemap AUSTIN

3 Austin chefs dish out virtual cooking classes to support local urban farm

KEYE TV

Urban Roots keeps growing with produce boxes full of local veggies!

## URBAN ROOTS' VIBRANT AND ENGAGED COMMUNITY OF SUPPORTERS INCLUDE:

### 21,155 COMBINED FOLLOWERS

Facebook: 7,587
Instagram: 7,846
LinkedIn: 1,400
Twitter: 4,322

### 4,400+ EMAIL SUBSCRIBERS

Monthly newsletter circulation: 4,400

### 30K+ ANNUAL WEBSITE USERS

30K+ unique users visited urbanrootsatx.org in the last fiscal year, with an average of 2.5K unique users on a monthly basis. Plus, the website experienced over 42K sessions and over 85K page views.

### 400+ EVENT PARTICIPANTS

More than 400 supporters will attend the event, follow along online, and engage with our partners on-site.

# OUR REACH

# HARVEST SPONSOR

*exclusive presenting sponsor*

Still from Vital Farms Sponsor Promo Video

**THE HARVEST SPONSORSHIP IS AN EXCLUSIVE PRESENTING SPONSOR OPPORTUNITY FOR ONE DEDICATED URBAN ROOTS PARTNER COMMITTED TO INVESTING IN FUTURE GENERATIONS OF LEADERS AND INCREASING FOOD ACCESS IN OUR SHARED COMMUNITY BY MAKING A $15,000 MONETARY GIFT TO THE EVENT. THE HARVEST SPONSOR WILL RECEIVE THESE BENEFITS:**

- 1 minute video opportunity to address all event guests during the program
- Recognition in all promotions and event program as Harvest Sponsor
- Preferred placement of company logo and link on event landing page
- Delivery of 1 bushel of fresh produce each quarter for 1 year
- 8 tickets, with flexible seating arrangements for covid safety
- Plus, all the Featured Sponsors benefits outlined on the following page

# FEATURED SPONSORS

## THE FOLLOWING SPONSORSHIPS ARE AVAILABLE FOR LET'S GET COOKING WITH URBAN ROOTS:

### BLOOM SPONSOR – $7,500

All the benefits of the Sprout level, plus:

- Preferred placement of company logo and link on event website
- Feature in Urban Roots monthly e-newsletter and on blog
- 2 additional tickets (6 total)

### SPROUT SPONSOR – $5,000

All the benefits of the Seed level, plus:

- Acknowledgment in event promo reel
- 2 additional tickets (4 tickets total)

### SEED SPONSOR – $2,500

- Recognition with name, logo, and tag in 2 Urban Roots social media posts
- Recognition with name and link in two Urban Roots e-newsletters (4,400+ circulation)
- Recognition during event program
- Placement of name and link on event website
- 2 tickets

# FEATURED CHEFS

## FEATURED CHEFS STEAL THE SHOW WITH ELEGANT PLATES & SMALL BITES FEATURING URBAN ROOTS' FARM-FRESH PRODUCE!

## CHEFS & PARTNER RESTAURANTS PROVIDE:

- 400 individual servings of original recipes using Urban Roots' produce
- Onsite attendance to be celebrated during program
- Donation of additional recipe ingredients, time, and talents

## CHEF BENEFITS:

- Recognition with name and link in one Urban Roots e-newsletters (4,400+ circulation)
- Recognition during event program
- Placement of name and link on event website
- In-Box Marketing: Partners have the opportunity to include printed marketing materials in event picnic baskets.

# THANK YOU!

## from Urban Roots

**FOR MORE INFORMATION, PLEASE CONTACT:**

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**WWW.URBANROOTSATX.ORG**