

Celebrating Youth Leaders!

10th Annual
TOUR — de —
FARM
URBAN
ROOTS.

MAY 11
6-9PM
@MEANWHILE
BREWING

The Farmer + The Chef + The Village

PARTNER OPPORTUNITY DECK



ABOUT TOUR DE FARM

Tour de Farm invites the Urban Roots community to come together for an evening showcasing youth transformation and delicious eats—all in support of tomorrow's future leaders!

Celebrating its tenth anniversary, Urban Roots' annual Tour de Farm event is an inspiring gathering that will feature a conversation with our community about food and food access led by Urban Roots youth leaders. Join us for an evening showcasing young voices of change and a delicious chef-crafted, farm-to-table dinner. The event will also include Distant Relatives modern African American food and a plant-strong menu sourced from Urban Roots farms. The menu will be paired with delectable items from the Meanwhile Brewing taproom and local artisan food and beverage makers.

Highlights include:

- **South Austin Farm tour** with an artisanal food tasting + signature cocktails
- Performance by singer and soul-writer **Ray Prim** + band
- **Chulita Vinyl Club ATX** spinning the cocktail hour - **El Disco es Cultura!**
- Auction + raffle
- Lively yard games + great conversation

This event is:
IN-PERSON
OUTDOOR
COVID-CONSCIOUS



COMMUNITY IMPACT

Based on urban farms in East and South Austin, Urban Roots uses food and farming to transform the lives of young people and to inspire, engage, and nourish the community.

SINCE 2008

570 YOUTH LEADER GRADUATES

+

415,000 POUNDS OF FOOD GROWN

ANUALLY

50+ LEADERS | AGE 14-23
have paid internships and fellowship
opportunities to grow food, learn
new skills, and make a difference
in their community

+

1,000 COMMUNITY VOLUNTEERS

+

40,000 POUNDS OF FRESH FOOD
for our local food system and Hunger Relief Partners every year



EXCLUSIVE UNDERWRITER PACKAGES

Support Urban Roots and the youth leaders we serve by making this event possible!

PRESENTING SPONSOR | \$15,000 (1 AVAILABLE)

- Exclusive recognition as the presenting sponsor of Urban Roots Tour de Farm event
- Recognition on stage during the event of your brand's contribution to sustainability in Central Texas and underwriter of vital Urban Roots programming
- Center, premium table seating for 8 guests
- Premium logo visibility on display screens, and in print and digital event materials
- Full-page ad in the event program
- Local Artisan Food baskets for sponsor and guests

MISSION VIDEO SPONSOR | \$15,000 (1 AVAILABLE)

- Mission Video includes sponsor representative
- Exclusive logo placement at the end of the mission video shown at the event & posted to social media & Urban Roots 5,000+ member email list
- Premium table seating for up to 8 guests
- Logo visibility on display screens, and in print and digital event materials
- Local Artisan Food baskets for sponsor and guests

FARM TOUR SPONSOR | \$10,000 (2 AVAILABLE)

- Logo placement on signage and verbal recognition during Farm Tour portion of the event
- Logo placement on guest shuttle to and from Farm Tour
- Premium table seating for 6 guests
- Logo visibility on display screens, and in print and digital event materials
- Local Artisan Food baskets for sponsor and guests

YOUTH SPEAKERS SPONSOR | \$7,500 (2 AVAILABLE)

- Stage recognition by youth leaders as underwriter of youth-led event content
- Premium table seating for 6 guests
- Logo visibility on display screens, and in print and digital event materials
- Local Artisan Food baskets for sponsor and guests

ENTERTAINMENT SPONSOR | \$6,000 (2 AVAILABLE)

- Stage recognition by musicians, dj's and event hosts as underwriter of all entertainment
- Premium table seating for 6 guests
- Logo visibility on display screens, and in print and digital event materials
- Local Artisan Food baskets for sponsor and guests

OUR REACH

A plethora of marketing opportunities to Urban Roots' supporters and followers are provided to sponsors and vary based on sponsorship level. Urban Roots' vibrant and engaged community of supporters include:



21,200

COMBINED SOCIAL MEDIA FOLLOWERS

4,100+

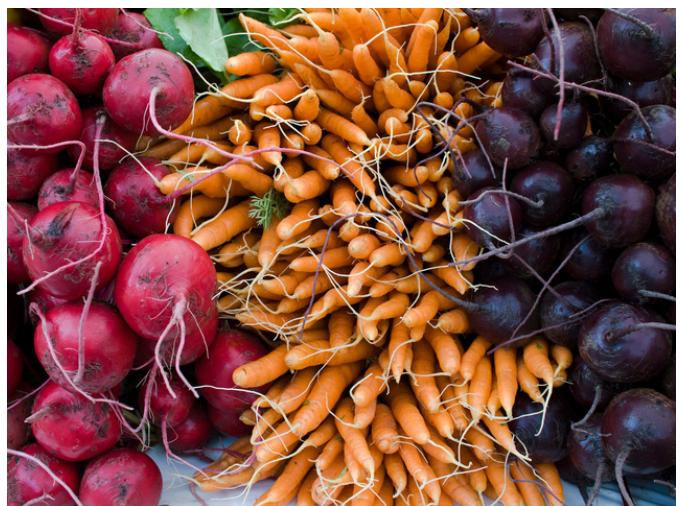
EMAIL SUBSCRIBERS

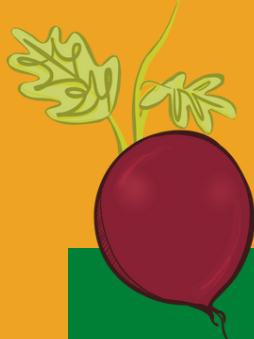
33,000+

ANNUAL WEBSITE USERS

200+

EVENT PARTICIPANTS





UNDERWRITER BENEFITS AT-A-GLANCE

	PRESENTING \$15,000	MISSION \$15,000	FARM TOUR \$10,000	YOUTH SPEAKER \$7,500	ENTERTAINMENT \$5,000
CUSTOM OPPORTUNITIES					
Urban Roots youth lead an employee engagement day for sponsor on farm	X	X	X		
Recognition on stage during the event of sponsor's contribution to sustainability in Central Texas	X				
MARKETING OPPORTUNITIES					
Top-tier recognition in print + digital event materials	X				
Logo placement in 2 monthly newsletters, event email blasts, and Urban Roots homepage	X				
Full-page ad in the event program	X				
Logo included in event promotional emails	X	X	X	X	X
Logo placement with link on event webpage	X	X	X	X	X
Mentioned in social media in connection with event promotion	X	X	X	X	X
EVENT DAY OPPORTUNITIES					
Logo visibility on display screens + in print + digital event materials	X	X	X	X	X
Local Artisan Food baskets for table guests	X	X	X	X	X
Drink tickets for sponsor and guests	X	X	X	X	X
Exclusive logo placement at the end of the mission video shown		X			
Logo placement on signage at Urban Roots Farm Tour & Tour Shuttle			X		
Stage recognition by youth leaders as underwriter of youth-led event content				X	
Stage recognition by musicians, DJ's and event hosts as underwriter of all entertainment					X



TABLE HOST PACKAGES

Table Sponsors support Urban Roots youth in their transformation to strong leaders, and fund the potential of our community.

INSPIRED | \$5,000

Drink tickets for table guests

Premium table seating for 8 guests

Local Artisan Food basket for sponsor and guests

Prominent placement of name or corporate logo in select print and digital materials at the event, including programs placed at every seat

ENGAGED | \$3,000

Drink tickets for table guests

Premium table seating for 6 guests

Prominent placement of name or corporate logo in select print and digital materials at the event, including programs placed at every seat

NOURISHED | \$1,500

Drink tickets for table guests

Premium table seating for 4 guests

Prominent placement of name or corporate logo in select print and digital materials at the event, including programs placed at every seat

THRIVING | \$500

Drink tickets for table guests

Table seating for 2 guests

PLEASE JOIN US!

A limited number of tickets will be released in April



Tour de Farm is an outdoor event that places the safety of our guests, youth leaders and staff as top priority. We will update Covid precautions and requirements as the event gets closer based on City of Austin and Austin Public Health guidelines.

FOR SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT:

Eric Maxson

Development Director

eric.maxson@urbanrootsatx.org

URBANROOTSATX.ORG



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