PARTNER OPPORTUNITIES FOR 2023

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 eleventh anniversary, Urban Roots' annual Tour de Farm event is an inspiring gathering that will feature a conversation with our community about food 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 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
- Live music
- Cocktail hour DJ!
- Auction + raffle
- Great conversation

COMMUNITY IMPACT

Based on urban farms in East and South Austin, Urban Roots works with youth leaders to grow fresh food and build a community dedicated to achieving food equity.

SINCE 2008

630+ YOUTH LEADER GRADUATES

+

207,620+ LBS OF FOOD DISTRIBUTED FOR FOOD ACCESS

ANUALLY

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

+

1,500 COMMUNITY VOLUNTEERS

+

~30,000 POUNDS OF FRESH FOOD
for our local food system and Food Access Partners every year

EXCLUSIVE UNDERWRITER PACKAGES

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

PRESENTING SPONSOR | $20,000 (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
- 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 8
- 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
- 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
- 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
- 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:

21,860

COMBINED SOCIAL MEDIA FOLLOWERS

5,225

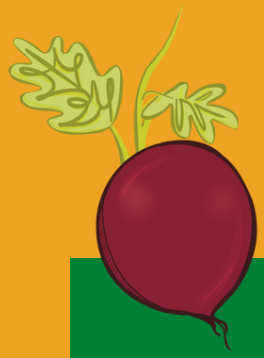
EMAIL SUBSCRIBERS

34,000+

ANNUAL WEBSITE USERS

200+

EVENT PARTICIPANTS



UNDERWRITER BENEFITS
AT-A-GLANCE

	PRESENTING $20,000	MISSION $15,000	FARM TOUR $10,000	YOUTH SPEAKER $7,500	ENTERTAINMENT $6,000
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!

FOR SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT:

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URBANROOTSATX.ORG