

# URBAN ROOTS

## SUSTAINING SPONSORSHIP PROGRAM

for Urban Roots' 2024 - 2025 Fiscal Year





# ABOUT THE SUSTAINING SPONSORSHIP PROGRAM

Provide Urban Roots with critical financial support in the form of a year-round sponsorship program, and receive tangible exposure and meaningful employee engagement opportunities!

Urban Roots is excited to share our year-round Sustaining Sponsorship Program. By partnering with Urban Roots you are helping create a thriving food system cultivated by youth and our community that is sustainable, equitable and just. You and your team will benefit through employee engagement opportunities, brand recognition and event access. Employee engagement opportunities include lunch and learns and group volunteer days while brand recognition opportunities are designed to align with your company's strategic directives. We invite you to learn more about how you can help us grow our impact in the coming year!

Highlights include:

- Brand Recognition
- Employee Engagement Opportunities
- Event Access

# OUR YIELD



“We volunteered as a group with my company and the experience was nothing short of amazing and very informational. We loved getting our hands dirty and meeting the team.”

- Shelby, Corporate Group Volunteer

Based on two 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. We grow together.

## Since 2008

630+ YOUTH LEADER GRADUATES

+

207,620+ POUNDS OF PRODUCE  
DISTRIBUTED FOR FOOD ACCESS

## Annually

60+ LEADERS | AGE 14-23

have paid youth leadership opportunities to grow food, learn new skills and make a difference in their community

+

1,500 COMMUNITY VOLUNTEERS  
empower Urban Roots staff and youth to increase the scope of its mission

+

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

# OUR REACH

We provide varied marketing opportunities where you can reach Urban Roots' supporters and followers based on your company's investment level. Urban Roots' vibrant and engaged community of supporters includes:



**20,011**

**COMBINED SOCIAL MEDIA FOLLOWERS**

**4,700**

**EMAIL SUBSCRIBERS**

**26,000+**

**ANNUAL WEBSITE USERS**

**200+**

**EVENT PARTICIPANTS**



# SUSTAINING SPONSORSHIP BENEFITS

## at-a-glance

	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
<b>BRAND RECOGNITION</b>				
Social media feature on all platforms in connection with sponsorship program	X			
Top-tier recognition in print + digital event materials at Tour de Farm	X	X		
Logo placement with link included in monthly newsletter in connection with sponsorship program	Logo	Name		
Logo placement with link on sponsorship program webpage	Logo	Logo	name	
<b>EVENT ACCESS</b>				
VIP tickets to our presenting event, Tour de Farm	1 table	1/2 table		
Urban Roots facilitated lunch & learn for your team	X	X	X	
<b>EMPLOYEE ENGAGEMENT</b>				
Custom* volunteer experience on the farm led by Urban Roots staff	Up to 30 ppl 2 X annually*	Up to 30 people*	15-20 people	15-20 people

# SUPPORT URBAN ROOTS

BY JOINING THE  
SUSTAINING SPONSORSHIP PROGRAM TODAY!

“This is an excellent program, we really enjoyed the icebreaker activities. The farmers were very knowledgeable and willing to answer any questions the volunteers had. I was glad to give my time and help families and businesses in need to support my local community.”

- Leon, Corporate Group Volunteer



For sponsorship opportunities, contact us:

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URBANROOTSATX.ORG