

CULTIVATE COUNTRYSIDE

an elegant evening & delicious farm-to-table dinner on May 30th, 2019

SPONSORSHIP OPPORTUNITIES

Celebrate 20 years of connecting people, food and land in Cuyahoga Valley National Park. Be part of our very special 20th anniversary by becoming a sponsor of this inaugural event! Dinner will be prepared by award-winning chef Douglas Katz of Fire Food & Drink. Your sponsorship will support our 2019 Beginning Farmer Program and the important work of Countryside.

BECOME A CULTIVATOR | \$25,000

- **Company name and logo integrated into event title and in all promotions:** Cultivate Countryside presented by [Your Company]
- **Industry exclusivity as Presenting Sponsor** [Total industry exclusivity for two-year commitment at \$25,000 per year]
- **Prominent logo/name recognition in all event promotion and communications (January-May 2019)** including print and email invitations, weekly e-newsletter blasts (5,900 opt-in subscribers), all social media postings about Cultivate (7,800 Facebook followers, 2,570 Instagram followers, 1,450 Twitter followers), all event related media materials (i.e., event press releases)
- **Prominent recognition at event** including premier logo placement in all event signage including banners and keepsake dinner menu, sponsor of Cultivate main course, and "Curtain greeting" by a company representative at the dinner
- **Table for 8 at Cultivate** (value: \$1,200)
- **Complimentary 2019 guided "Farm Tour and catered Lunch in the Barn" for 12 guests:** The presenting sponsor can invite guests to a Countryside Initiative farm for a tour where guests will walk the grounds, hear the history of the farm and the Countryside farm program in CVNP. Guests will enjoy a catered lunch while listening to park farmers talk about life on a modern-day small farm.
- **A sponsors-only Farmers' Market tour with complimentary brunch for 4:** Guests will meet at the market information booth and join Countryside CEO and Director of Local Food Programs for a guided tour of the Farmers' Market followed by a complimentary market day brunch- with plenty of time to shop!
- **VIP invites to 2019 special events** like beer and wine tastings, food pairings, & farm and garden workshops
- **Year-long name and logo recognition on signage at Countryside Farmers' Markets as the 2019 Cultivate event sponsor and option to host exhibit table at 1 market of choice per season:** A special Cultivate Countryside sign will be made and prominently displayed on an easel at the information booth during each market. The presenting sponsor's name and logo will be printed on the sign.
- **Year-long logo recognition as Countryside Cultivate sponsor on website at cvcountryside.org (20,900 average monthly visitors) and in e-newsletter:** Countryside will create a supporter page on its website and list sponsor, with logo, under the "2019 Cultivate" heading & add sponsor logo in the footer of its enews
- **Recognition in annual report**

Cheers to the past 20 years -- a toast to the next!

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BE A HARVESTER | \$10,000

- **Logo and name recognition in event promotion and communications (January-May 2019)** including print and email invitations, weekly e-news blasts (5,900 opt-in subscribers), social media platforms (7,800 Facebook followers, 2,570 Instagram followers, 1,450 Twitter followers), all related media materials (i.e., event press releases)
- **Logo recognition in all event signage** including banners and keepsake dinner menu
- **Sponsor of Cultivate first course plate or the dessert course**
- **8 Cultivate tickets** (value: \$1,200)
- **A Sponsors-only Farmers' Market tour with complimentary brunch for 2 and time to shop** | Guests will meet at the market info booth and join Countryside's CEO and Director of Local Food Programs for a guided tour of the Farmers' Market followed by a complimentary market day brunch, and you'll still have plenty of time to shop.
- **VIP invites to 2019 special events** like beer and wine tastings, food pairings, farm and garden workshops
- **Year-long logo recognition on website** at cvcountryside.org (20,900 average monthly visitors)
- **Recognition in our annual report**

BE A GROWER | \$5,000

- **Logo/name recognition in event promotion and communications (January-May 2019)** including print and email invitations, weekly e-news blasts (5,900 opt-in subscribers)
- **Name recognition in all event signage** including banners and keepsake dinner menu
- **Sponsor of Cultivate music and entertainment for the evening**
- **4 Cultivate tickets** (value: \$600)
- **VIP invite to 2019 special events** like beer and wine tastings, food pairings, farm and garden workshops
- **Year-long name recognition on website** at cvcountryside.org (20,900 average monthly visitors)
- **Recognition in our annual report**

BE A POLLINATOR | \$1,500

- **Name recognition on keepsake dinner menu**
- **Sponsor of Cultivate 2nd or 3rd plate course, appetizers, or drinks**
- **2 Cultivate tickets** (Value: \$300)
- **Year-long name recognition as Cultivate sponsor on website** (20,900 average monthly visitors)
- **Recognition in our annual report**

BE A SEED STARTER | \$800

- **Name recognition in event signage** including banners and keepsake dinner menu
- **2 Cultivate tickets** (Value: \$300)

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ABOUT COUNTRYSIDE

Connecting people, food, and land since 1999

Countryside connects people, food and land through programs, education and advocacy. We are a leading expert and innovator in conservation farming and community-based food programs, working in partnership with Cuyahoga Valley National Park, its farms, community stakeholders and food entrepreneurs.

People Healthy food should be accessible to all people, everywhere. This belief drives Countryside's food access work. All of our markets accept SNAP food assistance cards and offer a nutrition incentive program called Produce Perks, which matches food dollars for fruit and vegetables. In 2017, food assistance customer transactions grew 60% over the year before. When we buy local, a greater portion of our dollar stays at home supporting our local communities and regional economy. In 2018 Countryside completed the pilot year of our Beginning Farmer Intern and Apprentice program, designed to grow the next generation of farmers.

Food Fresh, locally grown foods don't just taste delicious — they're better for you, your community and your planet. Most food travels over 1,500 miles from farm to plate, while products and produce from the Countryside markets come from less than 75 miles away, concentrating our economic impact in Northeast Ohio, reducing pollution and protecting the environment. Between our farmers' markets and the Countryside Initiative Farms, 80 local businesses grossed over \$2 million in total sales last year. With the opening of Countryside Public Market in October 2018, we expect this number to grow even more in the coming year.

Land Every day in Ohio, 50 acres of agricultural land is lost to development. Our work helps to keep over 2,000 acres in agricultural production between our markets and our partnership with Cuyahoga Valley National Park. Local farmers working this land cultivate fruit, vegetable and livestock varieties that are bred for flavor, nutrients and sustainability in our local climate and soil. Conservation of this land is critical, and your support will allow us to continue working for a more resilient, local food system that protects this treasured resource for generations to come.

AS A SPONSOR OF CULTIVATE, YOU CAN HELP US GROW THE NEXT GENERATION OF NORTHEAST OHIO FARMERS.

For more than a decade now, the U.S. Department of Agriculture (USDA) census data shows an increasingly older average farmer age: the current national average is 58 years old. According to the Farmland Information Center, the number of beginning farmers in Ohio decreased 25% between 2002-2012. Across the nation, there is a significant portion of the farming community reaching retirement age without plans in place to transfer their operations to younger family members or beginning farmers.

The Countryside Beginning Farmer Program is hoping to reverse those statistics by connecting beginning farmers with valuable resources through agricultural technical assistance, business support, farmland access through Farmlink, and internship and apprenticeship opportunities. In 2018, Countryside's Beginning Farmer Program was expanded to support part-time farm interns and a full-time beginning farmer apprentice. The interns spent time on several Countryside Initiative farms learning directly from farmers while forming their personal agricultural goals.

We plan to grow the program once again in 2019. Countryside is looking toward the future, which led us to partner with Old Trail School to manage their school farm. The farm will be managed by a Countryside Farm Educator, enabling the school to further incorporate agricultural education into their curriculum while being the home-base for interns in Countryside's Beginning Farmer Program.

Our goal is to secure \$40,000 to support the 2019 Beginning Farmer Program. The program will operate three annual sessions with four paid interns per session at the cost of approximately \$3,200 per intern per 16 week session.

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I WOULD LIKE TO SUPPORT CULTIVATE AS A

Cultivator | \$25,000

Harvester | \$10,000

Grower | \$5,000

Pollinator | \$1,500

Seed Starter | \$800



Name: _____ Title: _____

Company/Organization: _____

Mailing Address: _____

Email: _____ Phone: _____

ADDITIONAL TICKETS

Each sponsorship level comes with the following number of tickets to the event:

Cultivator (8) | Harvester (8) | Grower (4) | Pollinator (2) | Seed Starter (2)

The price per ticket is \$150.00

If you would like to purchase additional tickets, please indicate the number here: _____



Cuyahoga Valley Countryside Conservancy, DBA Countryside

4965 Quick Rd. Peninsula, OH 44264 | 234.334.4622 | www.cvcountryside.org

Please direct questions about event sponsorship to Rachel Goforth, Development & Marketing Associate at rgoforth@cvcountryside.org

Thank you for supporting this inaugural event!