



# Sponsorship Guide 2021-2022

[VIRGINIAFREEFARM.ORG](http://VIRGINIAFREEFARM.ORG)

A close-up photograph of a person's hand holding a bright yellow bell pepper. The background is a lush garden with green leaves and several purple flowers. The scene is brightly lit, suggesting a sunny day. The text is overlaid on a semi-transparent white box in the center of the image.

## **CULTIVATING FOOD SECURITY | TRANSFORMING OUR FOODSHED**

Your generous contribution to Virginia Free Farm will provide so much more than a nutritious meal. Children who experience Food insecurity are at a higher risk of developing asthma, struggling with anxiety or depression, and performing poorly in school or physical activities. 15% of Families living in rural areas experience Food insecurity, and 11.8% living in suburban and metropolitan areas of Virginia.

By supporting us, you are providing BOTH top down support in the form of nutritional assistance, and also bottom up grassroots growing initiatives that empower our Families and community organizations to grow their own Food. You will be creating real, tangible change in our community and the lives of our neighbors. Together we can create a stronger, more resilient regional Foodshed, and a more equitable world.

With your help we will ensure the children of the Commonwealth have the best possible connection to Food, and nature. Thank you For your consideration and generosity.

In Solidarity,

Amyrose Foll  
Executive Director

# SPONSORSHIP OPPORTUNITIES

<b>Sponsorship Benefits</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>	<b>Presenting</b>
<b>Annual Cost:</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$10,000</b>
<b>Premium Logo Placement on Livestock Trailer</b>					X
<b>Video Ad Placement Promoted Monthly on Social Media Platforms</b>		X	X	X	X
<b>Logo &amp; Link on Website</b>		X	X	X	X
<b>Branding in Hipcamp Guest Facility</b>			X	X	X
<b>Sponsor Listing on Community Impact Page</b>				X	X
<b>Your bumper Sticker on Farm Vehicle</b>	X	X	X	X	X
<b>Attendee and Vendor Access to All Public Farm Events</b>	X	X	X	X	X
<b>Distribution of Promo Materials to Customers From Store Sales</b>	X	X	X	X	X
<b>Monthly Recognition in Farm Email Blasts</b>		X	X	X	X
<b>Publicly Issued Press Release Announcing Sponsorship</b>				X	X
<b>Recognition on Annual Press Release</b>			X	X	X
<b>Dedicated Email and Social Media Blast to Highlight Your Business</b>	X	X	X	X	X
<b>Logo on Table Skirt for Events</b>				X	X
<b>Advertisements in Swag Bags at Events</b>				X	X
<b>High Resolution Logo on all Marketing Materials</b>				X	X
<b>Feature Interview via YouTube or Facebook Live</b>				X	X
<b>Banner in Farm Workshop</b>				X	X
<b>Industry Exclusive</b>				X	X
<b>Lifetime Naming Rights on a Stipulated Herd Animal</b>					X
<b>Premium Signage/Visibility at all Events</b>					X

# COMMUNITY IMPACT DETAILS

## **VIRGINIA FREE FARM**

Our Mission is to provide FREE nutritious, responsibly produced healthy food to our neighbors in need. We also supply plants, seeds, chickens, and ducks to community gardens with an eye toward making our foodshed more resilient & self sufficient.

Our growing methods take the lead from mother nature & we honor the indigenous methods of controlled burn, natural animal soil disruption, & companion planting in order to most responsibly care for ecosystem we are a part of. We believe each one of us should be a steward of the earth & our fellow man acting deliberately to live with veracity, beneficence, and fidelity to our land and waterways.

We focus on building an equitable alternative regional food system, and a resilient, healthy community. Here are few ways your support make a difference in your community.

## **EQUITABLE FOOD ACCESS**

We Produce thousands of pounds of food a year and with the help of our community partners it is distributed throughout central Virginia free of charge. Food justice is an important part of community justice. All of our food is donated locally with the intention of directly impacting our community.

## **COMMUNITY GARDEN FACILITATION**

Each spring we provide hundreds of vegetable plants to community & public gardens to become a source of healthy nutrition, and calming nature therapy. These plants go on to reach many more plates than we could alone, and is a vital component to our impact on the regional food supply. By providing free access to communities that are labeled as food deserts we are a supplying a dependable source of free fresh produce to anyone who needs it.

## **LAND ACCESS INITIATIVE**

We provide land access to our historically unjustly marginalized folx because we believe our liberation is intrinsically tied together. By making sure our LGBTQ, and BIPOC family have equitable access to the benefits of growing food we can organize more effectively to reimagine our foodshed.

## **TRIBAL GARDEN INITIATIVES**

We are working to facilitate repatriation of seeds from Universities, the USDA germplasm repository, and private collections, for the Rappahannock Tribe, and the Monacan Indian Nation as well as providing plants and seeds to the Richmond Indigenous Society "Community Roots Garden". Preservation of our culture through agriculture is critical for food sovereignty, & social equity.

## **SCHOOL GARDENS & CLASSES**

We are proud of the little ones who enthusiastically plunge their hands in the dirt. You can find out Children's Garden's at Wild Fern Montessori, and Bundle of Joy Child Development Center.

For more information on our programs please visit:  
[virginiafreefarm.org](http://virginiafreefarm.org)

Virginia Free Farm @ Spotted Pig Holler is a 501(c)(3) tax exempt organization. We are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2016 or 2522 of the Internal Revenue Service Code.

**\*\*Product Sponsorships Welcome. Tier determined upon product value. \*\*Sponsorships Valid for 1 Year**

# FARM FIELD DAY

## **Poultry Pal Sponsor - \$250**

2 Event Tickets, Table, Listed in the program, website recognition, email recognition, social media shout out.

## **Food Sponsor - \$300**

Food Sponsors will get, 2 event tickets, special event acknowledgment & print & social media promotion. Banner & Vendor Table.

## **The G.O.A.T. Sponsor - \$500**

2 Event Tickets, Table, Listed in the program, website recognition, email recognition, social media shout out, name & logo on event signage, event press release recognition.

## **Beverage Sponsor - \$300**

Beverage Sponsors will get, 2 event tickets special event acknowledgment & print & social media promotion, banner, & Vendor Table.

## **Pork Futures Sponsor - \$1,000**

4 Event Tickets, Table, Listed in the program, website recognition, email recognition, social media shout out, name & logo on event signage, event press release recognition, 1/2 page ad in program, logo on photo booth back drop.

## **Vendor Table - \$50**

Showcase your business, Includes 2 tickets.

## **Big Bison Sponsor - \$2,500**

6 Event Tickets, Table, Listed in the program, website recognition, email recognition, social media shout out, name & logo on event signage, event press release recognition, full page ad in program, logo on photo booth back drop, facebook live feature.

# SPONSORSHIP OPPORTUNITIES

# FIELD DAY COMMITMENT FORM

Thank you for supporting Virginia Free Farm at Spotted Pig Holler. To purchase a sponsorship package online, please go to: [www.virginiafreefarm.org/sponsorship](http://www.virginiafreefarm.org/sponsorship) or return this form with payment. Please contact us at [oink@virginiafreefarm.org](mailto:oink@virginiafreefarm.org) to discuss an alternative level of support or in-kind donation.

**Spotted Pig Holler, Inc  
DBA Virginia Free Farm  
75 Green Lane Drive  
Kents Store, VA 23084**

## Sponsor Information

Company (as it should appear for recognition) \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

Website \_\_\_\_\_

## SPONSOR LEVEL - EVENT ONLY

\$2,500    \$1,000    \$500    \$250    \$300    \$50

## Additional Opportunities

Donation: \$ \_\_\_\_\_    Please donate my event tickets to a community member

## LOGO AND ARTWORK

Email high-resolution logo/artwork (EPS format only) to [oink@virginiafreefarm.org](mailto:oink@virginiafreefarm.org) by June 5th to ensure recognition benefits.

## PAYMENT (Tax ID 84-2476441)

- Online payment via [virginiafreefarm.org/sponsorship](http://virginiafreefarm.org/sponsorship)  
 Check Enclosed (payable to Spotted Pig Holler, Inc)  
 VISA    MasterCard    AMEX    Discover

Card Number: \_\_\_\_\_

Name: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature \_\_\_\_\_

# COMMITMENT FORM - 1 YEAR

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## SPONSOR LEVEL - Yearly Sponsor

\$10,000  \$5,000  \$2,500  \$1,000  \$500

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Signature \_\_\_\_\_