



RITTENHOUSE FARMERS MARKET & PHILABUNDANCE STREET FAIR

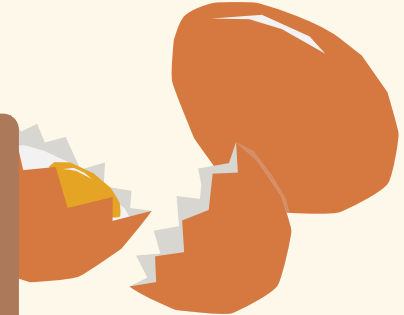
By Aurora, Chelsea, Elena, and
Justin





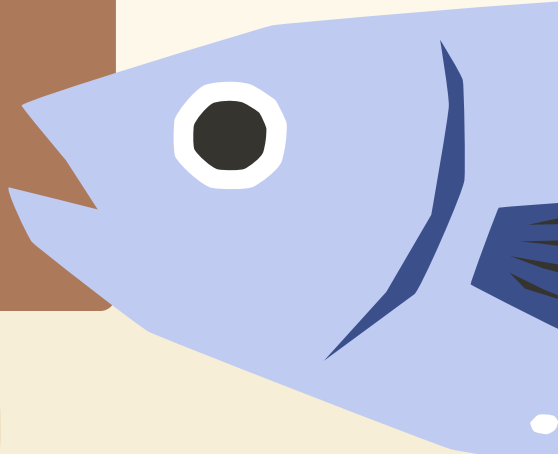

WHAT IS PHILABUNDANCE?

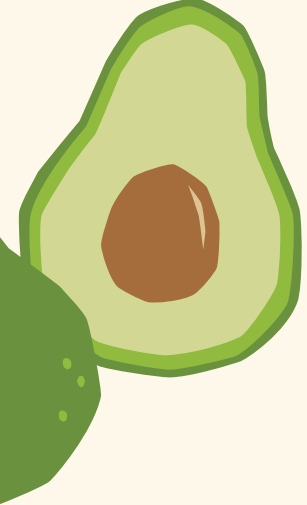
Philabundance collects food donations and then distribute them to the community to help with food insecurities and food waste. Philabundance collects non-perishable food as well as produce so the community has access to healthy, long lasting food.



WHAT IS RITTENHOUSE FARMERS MARKET?

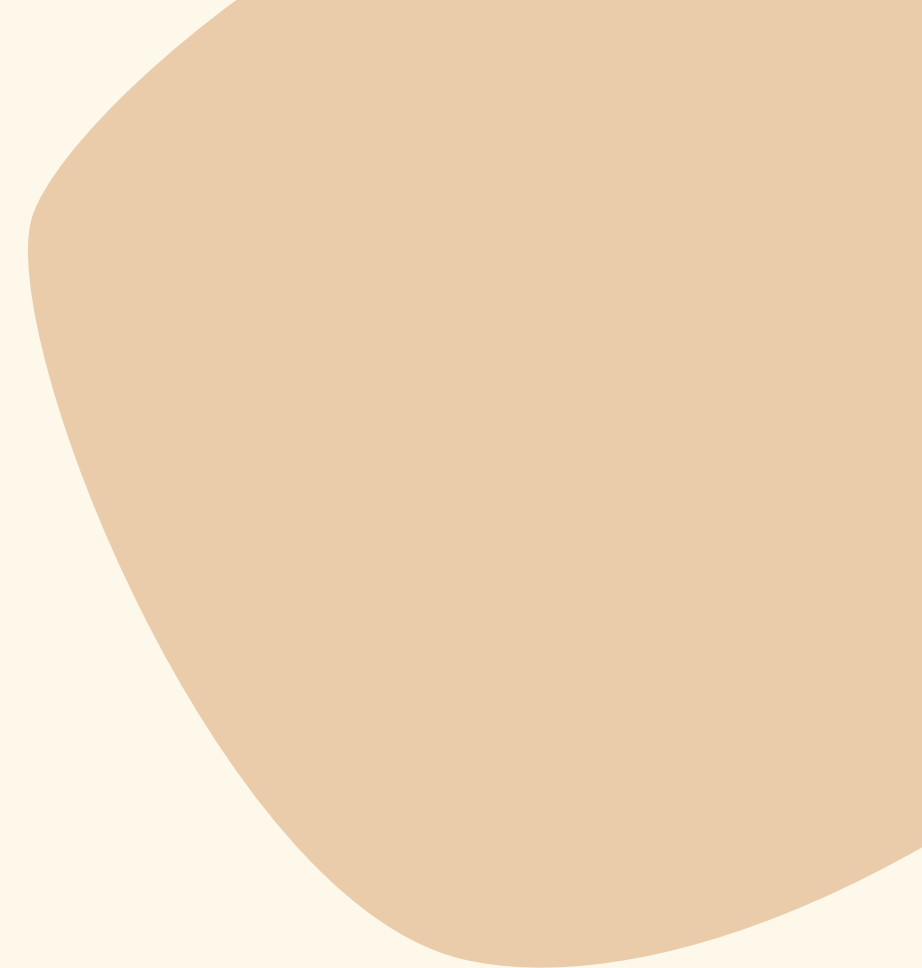
Rittenhouse Farmers Market is a Philadelphia farmers market that has locally grown produce as well as non-perishable canned/jarred foods. Rittenhouse Farmers Market practices farm-to-city products. Rittenhouse Farmers Market would be an ideal sponsor for Philabundance because they can donate any leftover food or produce that would normally go to waste to Philabundance so people struggling with food insecurities can be afforded the opportunity to have a meal.





OUR EVENT

We propose that the Rittenhouse Farmer's Market sponsor Philabundance by hosting a street fair on the first Saturday of the summer



EVENT MISSION & VISION



Empowering Communities Through Nourishment and Unity

Improve Philadelphia food insecurity one step at a time

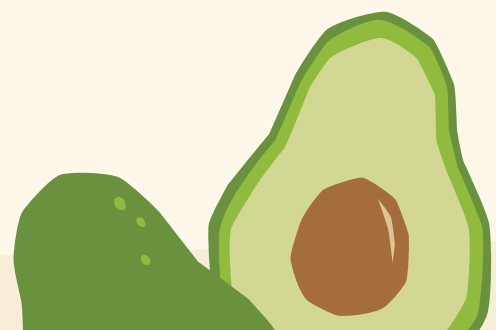
Increase Philabundance's volunteer opportunities by raising awareness on the severities of food insecurities

Through collective efforts, we aspire to make Philadelphia and New Jersey a place where waste is minimized, and resources are utilized wisely for the betterment of our communities and the planet.



EVENT GOALS

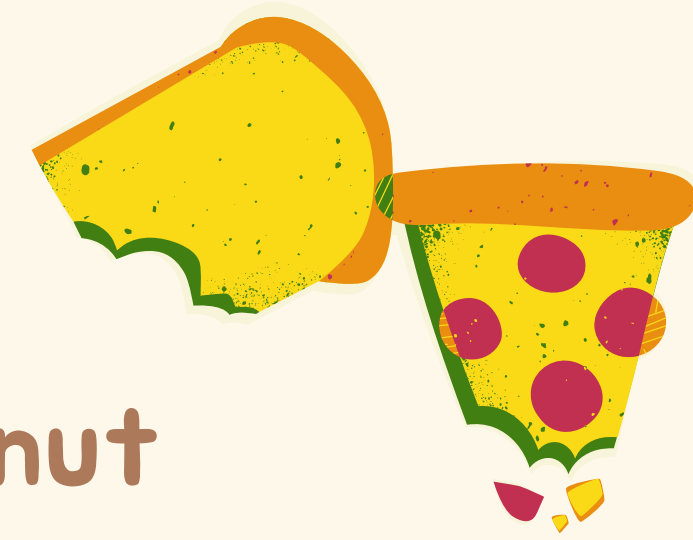
- ✓ Educate attendees on the work of Philabundance and Philadelphia's food insecurity struggles
- ✓ Create a sense of community and support centered around volunteering and togetherness
- ✓ Increase awareness and engagement for smaller local retailers that participate in the Rittenhouse Farmers Market



RITTENHOUSE FARMERS MARKET X PHILABUNDANCE STREET FAIR

"Good Food, Good Friends Day"

- First Saturday of the summer season
- 2-6pm, following the Farmer's Market
- Located at Rittenhouse Square down Walnut Street until 15th Street



What is Included

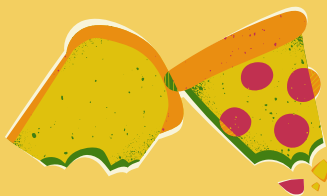
- Pop-up vendors
- Donations for Philabundance
- Food packaging and volunteering

SPONSOR BENEFITS

With their aligned missions of bringing health and food security to people within Philadelphia, we believe this sponsorship has symbiotic benefits for both organizations



DECREASED FOOD WASTE FOR VENDERS



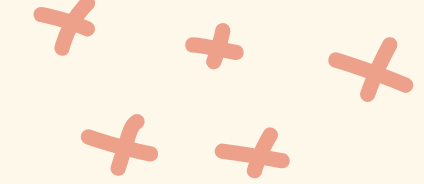
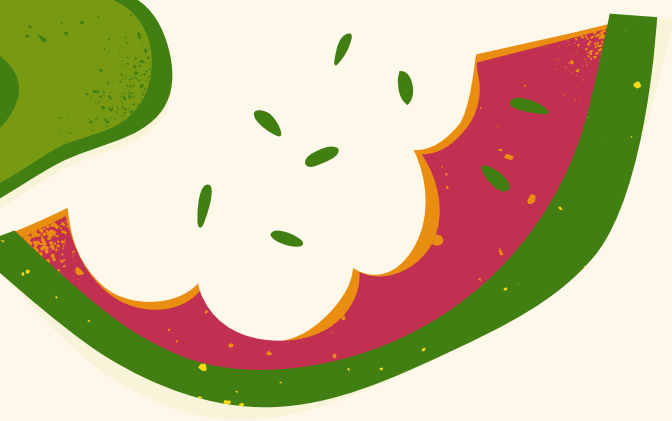
INCREASED BRAND AWARENESS FOR VENDERS



INCREASED HEALTHY FOOD OPTIONS FOR PHILABUNDANCE

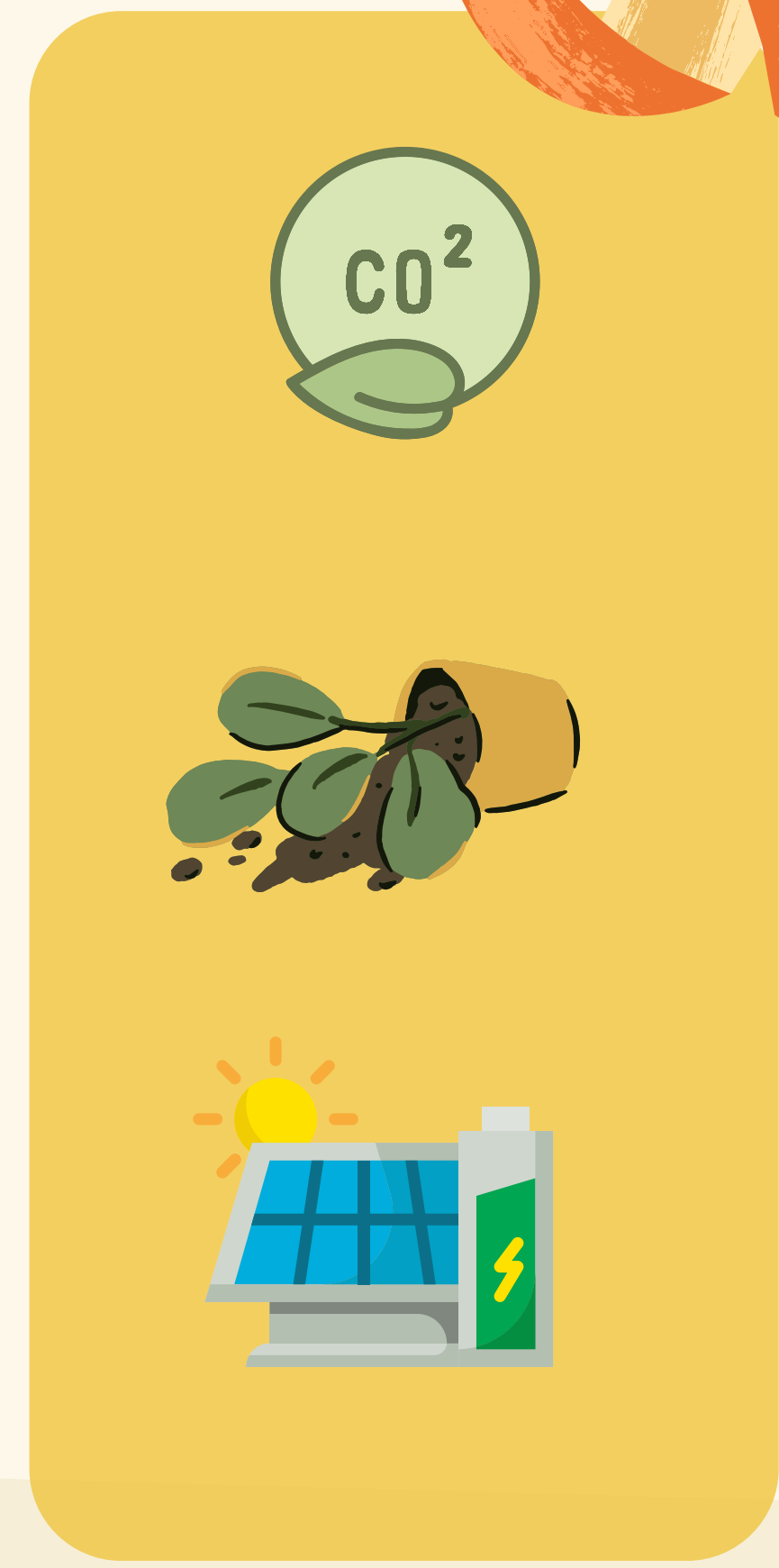


VOLUNTEER OUTREACH FOR PHILABUNDANCE



ON-SITE BENEFITS

There will be various on-site benefits for this event including: expanded fresh produce options, a vibrant community atmosphere, increased foot traffic for local vendors, as well as enhanced opportunities for charitable contributions through Philabundance



BRAND SIMILARITIES

Some similarities between the brands would include: an emphasis on on community well being and local support, and a commitment to providing fresh and healthy food while creating a sense of community. Both brands also prioritize sustainability, local partnerships, and contributing to the overall welfare of the communities that they serve.

✓ Be creative with the leftovers

✓ Purchase only what you require

✓ Don't throw away misshaped organics

✓ Store your food properly

✓ Recycling food waste





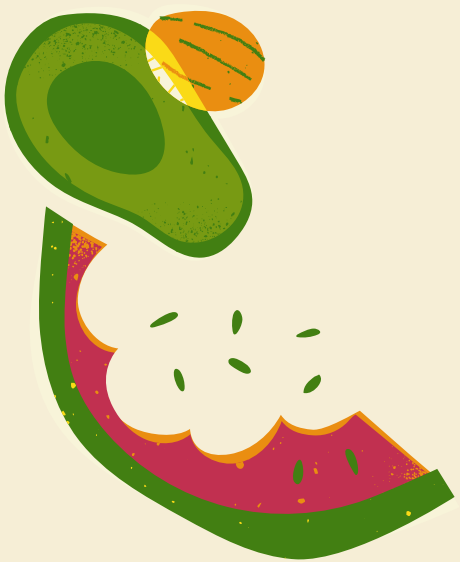
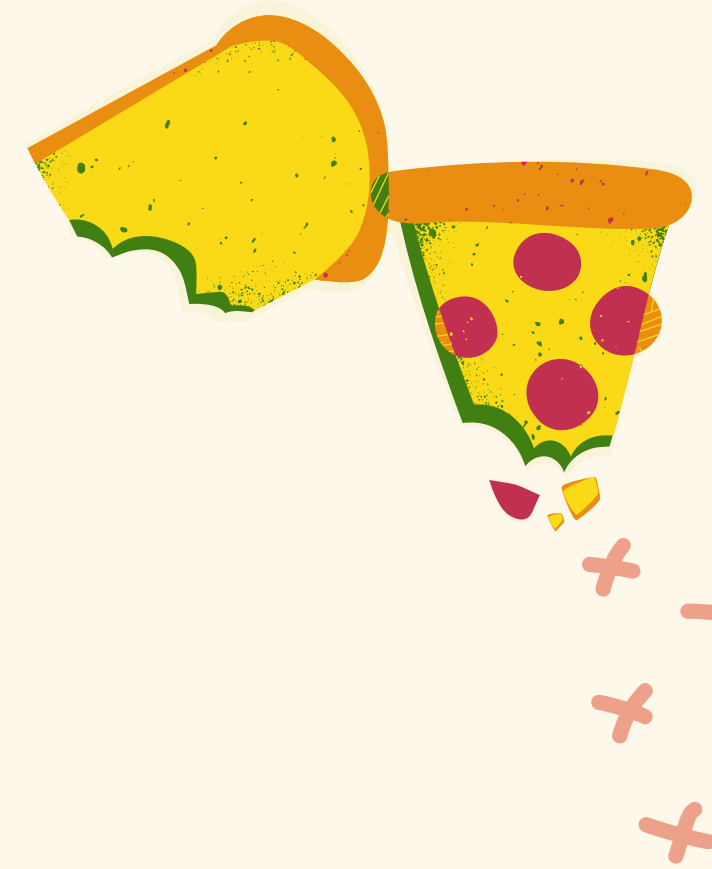
IMPORTANCE OF THE PARTNERSHIP

- It allows for businesses to have access to new products
- Reach a new target market
- The ability to have more networks and resources
- Better brand awareness
- Add value for existing customer



BUDGETING SHEET

Street Fair Event (Budget of \$6,000)				
Revenue	Budget	Actual	Variance	Comments
Donations	\$0	\$2,200	\$2,200	
Sponsorships	\$0	\$1,510	\$1,510	
In-kind donations	\$0	\$2,400	\$2,400	
Philabundance budget	\$0	\$6,000	\$6,000	
Costs	Budget	Actual	Variance	Comments
Supplies	\$600	\$550	\$50	
Tents	\$500	\$370	\$130	
Volunteers	\$0	\$0	\$0	
Occupancy	\$100	\$60	\$40	
Contract Services	\$150	\$103	\$47	
Marketing and advertisement	\$0	\$0	\$0	
Signage	\$1,000	\$900	\$100	
Miscellaneous	\$600	\$0	\$600	
Total	Budget	Actual	Variance	
Revenue	\$0	\$12,110	\$12,110	
Costs	\$2,950	\$1,983	\$967	
		\$10,127		



The background features a collage of fresh produce including red and yellow bell peppers, a whole red tomato, and a sliced tomato. A hand is shown holding a tomato, with small red plus signs scattered around it. The word "RESOURCES" is written in a bold, green, rounded font.

RESOURCES

<https://www.visitphilly.com/things-to-do/events/rittenhouse-row-spring-festival/>
<https://www.farmtocitymarkets.com/markets/rittenhouse>
https://www.philabundance.org_

