



# Sponsorships

At Shalom Farms, We envision a healthier community where everyone has equitable access to nourishing food and meaningful opportunities to grow, choose, cook and enjoy fresh produce. We seek to collaboratively transform the Richmond food system so that all people have access to good food - food that is good for our bodies, good for the environment, and good for our communities. Last year, almost 600,000 servings of produce were grown on our farms and distributed in Richmond - the equivalent of 209 individuals having full daily servings for an entire year! In addition to supplying the farm-grown produce, our Community Engagement Manager led classes on how to prepare these foods, and our Mobile Market provided a 2-for-1 match for shoppers utilizing SNAP.

To sustain and grow our work, we seek sponsors for our programs and events,

As a sponsor, you will receive a range of benefits, (including exposure to our almost 7,000 person e-newsletter list, and our highly engaged Facebook, Instagram and LinkedIn accounts) and your investment will broaden support for low-access individuals and their families. This impact is not possible without partnerships with organizations like yours.

If you are ready to sponsor or have any questions, please reach out to Director of Development Rainey Niklawski at [rainey@shalomfarms.org](mailto:rainey@shalomfarms.org) or 804-514-1593.

We hope you will consider investing in your community through our work.

Sincerely,

Anna Ibrahim  
Executive Director





# Program Sponsorships

## Mobile Markets

### Sponsor Mobile Markets

One Mobile Market - \$500/ea (can sponsor multiple markets)

- Feature on our partnership with your business on social media
- \$5 vouchers will be given to every Mobile Market shopper that market
- Sponsor information/swag will be allowed at that Mobile Market

Mobile Market Sponsor of the Month - \$5,000

- Feature on our partnership with your business on social media at least 3 unique times throughout the month
- Signs at Mobile Markets will contain your logo throughout the whole month
- \$5 vouchers will be given to every Mobile Market shopper the last week of the month and posts advertising it will include mention/tag of your business
- Sponsor information/swag will be allowed at all Mobile Markets for the month.

## Farm

### Sponsor a Farm Row \$1,000

- Feature on our partnership with your business on social media
- Sign in front of row
- Digital pictures of your row throughout the growing season.
- choice of farm



# May 18, 2024

## 6:30pm - 9pm

### Shalom Farms Powhatan Farm

Join us for our first annual sit-down Savor event- dinner in the field! Enjoy a chef prepared multi-course meal on the farm under the twinkling lights.

All tickets include a pre-meal cooking demonstration by our Community Engagement Manager, dinner and open bar.

Only 50 attendee spots will be available for this event.

#### Presenting Sponsor - \$10,000 (exclusive)

**IMPACT OF GIFT:** Funds 50 families participating in our Prescription Produce Plan receiving weekly produce associated with partner health programs

**SPONSORSHIP BENEFITS INCLUDE:**

- 8 tickets to the event
- Prominently featured as presenting sponsor in all event communication and signage
- Optional private tour of the farm and/or presentation at your corporate offices by Shalom Farms Executive Director highlighting the impact of your investment
- Oral recognition at event and the opportunity to briefly address attendees
- Spotlight feature on all of our social media platforms and newsletter beyond event communications
- Feature on Savor website page
- First right of refusal for following year

#### Station Sponsor- \$2,500 (exclusive)

**IMPACT OF GIFT:** Funds nearly half of the seeds used to grow the delicious produce on the farm

**SPONSORSHIP BENEFITS INCLUDE:**

- 4 tickets to the event
- Featured in all event communication and exclusive signage at event station (choose one: beverage, dessert, cooking demonstration)
- Oral recognition at event
- Spotlight feature as an event sponsor on social media
- Logo on Savor website page
- First right of refusal for following year (for specific station)

#### Bronze Sponsor - \$1,000

**IMPACT OF GIFT:** Covers the cost to lead 10 fresh-food skills education classes

**SPONSORSHIP BENEFITS INCLUDE:**

- 2 tickets to the event
- Recognized in event communication and event signage
- Recognized on social media
- Listed on Savor website page

#### Gold Sponsor - \$5,000

**IMPACT OF GIFT:** Covers the annual cost of Mobile Market setup supplies

**SPONSORSHIP BENEFITS INCLUDE:**

- 6 tickets to the event
- Prominently featured in all event communication and event signage
- Optional private tour of the farm by Shalom Farms Executive Director
- Oral recognition at event
- Spotlight feature on our partnership with your business on social media beyond event communication
- Logo on Savor website page

#### Silver Sponsor- \$2,000

**IMPACT OF GIFT:** Helps cover annual water expenses for the Northside farm

**SPONSORSHIP BENEFITS INCLUDE:**

- 4 tickets to the event
- Recognized in event communication and signage at event
- Included in sponsorship recognition on social media
- Logo on Savor website page







# OPEN HOUSE

July 21, 2024  
(time TBD)

**Northside Farm**  
**1311 Westwood Ave**  
Chamberlayne/Brookland  
Park bus stop (Route #1)

Our Open House event invites everyone to the Northside farm to dig a little deeper into what we and other partner organizations do in Richmond. Sponsorships contribute to the Matching Fund for our annual Crowdfunding Campaign - meaning your support will go twice as far!

## **PRESENTING SPONSOR - \$5,000 (EXCLUSIVE)**

- Prominently featured in all event communication and event signage
- Spotlight feature on our partnership with your business on social media beyond event communication
- Logo on event website page
- First right of refusal for following year

## **STATION SPONSOR - \$2,000 (EXCLUSIVE)**

### **(CHOOSE ONE: CRAFT/COOKING DEMO/MOBILE MARKET)**

- Featured in all event communication and exclusive signage at event station
- Spotlight feature as an event sponsor on social media
- Logo on event website page
- First right of refusal for following year (for specific station)

## **PARTNER SPONSOR - \$1,000**

- Recognized in event communication and on event signage
- Recognized on social media
- Logo on event website page

## **COMMUNITY SPONSOR - \$500**

- Recognized in event communication and event signage
- Recognized on social media
- Listed on event website page



# HARVEST FESTIVAL

October 30, 2024 | 4pm - 7pm  
1311 Westwood Avenue

## **Presenting Sponsor - \$5,000 (Exclusive)**

- Prominently featured in all event communication and event signage
- Oral recognition at event
- Spotlight feature on our partnership with your business on social media beyond event communication
- Logo on event website page
- First right of refusal for following year

## **Station Sponsor - \$2,000 (Exclusive)**

### **Menu / Craft Table / Fire Pit**

- Featured in all event communication and exclusive signage at event station
- Oral recognition at event
- Spotlight feature as an event sponsor on social media
- Logo on event website page
- First right of refusal for following year (for specific station)

## **Partner Sponsor - \$1,000**

- Recognized in event communication and event signage
- Recognized on social media
- Logo on event website page

## **Community Sponsor - \$500**

- Recognized in event communication and event signage
- Recognized on social media
- Listed on event website page



Email Rainey Niklawski Development Director  
to sponsor! [Rainey@ShalomFarms.org](mailto:Rainey@ShalomFarms.org)