



2018 Sponsor Application

I would like to sponsor Buy Fresh Buy Local for the 2018 Food Guide at the following level:

(See enclosed packet for details)

- Platinum Level (\$5,000, or \$417/month)
- Gold Level (\$3,000, or \$250/month)
- Silver Level (\$1000, or \$83/month)
- Bronze Level (\$500, or \$42 /month)
- Copper Level (\$250, or \$21/month)

I would like to sponsor the event, Farm to Fork, at the following level:

(See enclosed packed for details)

- Heirloom (\$1000)
- Golden Gem (\$500)
- Virginia Sweets (\$250)

I would like a percentage of my support to be associated with:

- Educational Programming
- Mobile App Development
- Fair Food Forums
- Farm to Restaurant
- SNAP at Farm Stands and Farmers Markets (formerly food stamps)

TOTAL: 2018 Sponsorship (_____) + Farm to Fork Sponsorship (_____) = _____

Check enclosed

I will pay online as a corporate sponsor at www.buylocalhamptonroads.org

Organization: _____

Contact Person: _____

Address: _____

Contact Phone: _____

Contact Email: _____

Organization Description (for the webpage):

Please email sponsorship application to jill@buylocalhamptonroads.org, or mail to: PO Box 11678, Norfolk, VA 23517

Please send a logo in .jpg form to jill@buylocalhamptonroads.org

2018 Sponsorship Opportunities

www.buylocalhamptonroads.org
jill@buylocalhamptonroads.org
PO Box 11678, Norfolk, VA 23517



Dear Sponsor,

Buy Fresh Buy Local is Hampton Roads' leading local-food nonprofit organization. Our branding has become synonymous in the area with fresh, local, quality products.

Projects we are funding this year:

- **Buy Fresh Buy Local Mobile App:** to make it easy to find local food on mobile devices.
- **SNAP at Farm Stands and Farmers Markets:** to encourage more markets to accept SNAP benefits, and get those with SNAP benefits to the farmer's markets and farm stands.
- **K-12 Local Food Education:** to education our young people about the importance of eating healthy local food.
- **Fair Food Forums:** to provide a forum for consumers to learn about the benefits and challenges of eating locally.
- **Farm to Restaurant Food Show:** to provide a space for farms and restaurants to create relationships and business partnerships.

If you have questions about the details of these projects, feel free to contact Jill at 757 407-5595.

In June of 2017, Buy Fresh Buy Local Hampton Roads (BFBLHR) celebrated eight years of helping connect consumers to fresh, local food and supporting small family farms and businesses. We do this in a variety of ways:

- In October 2017 we launched a mobile app that will provide consumers with up to date information on where to find local food. This app will be heavily marketed through social media, online and print media and WHRO.
- We distribute 40,000 local food guides, to over 200 locations throughout Hampton Roads.
- We publish a monthly E-newsletter highlighting what's in season, and what our partners are doing. This is distributed to over 6,000 recipients.
- We have daily social media interaction that reaches over 8,000 people.
- We maintain a beautiful and functional website that promotes each of our partners, gives information on events, recipes, blogs and more.
- We promote eating locally at farmer's markets, speaking engagements to small and large groups, fairs and conventions.
- We host several events throughout the year aimed at promoting local businesses and primarily local food. In the past this has included our signature gourmet, fresh food tasting fundraiser, Farm to Fork; a farmer's market to table dinner for our members and a Lynnhaven River oyster tour in conjunction with Lynnhaven River NOW and Chesapeake Bay Foundation.

Sincerely,

Jill Doczi, director
Buy Fresh Buy Local Hampton Roads
757 407-5595
jill@buylocalhamptonroads.org

2018 Buy Fresh Buy Local Sponsorship

Platinum Level Sponsorship: \$5,000 or \$417/month

- ½ page spot for logo and information in all 2018 Food Guides.
- Logo included in print promotions in Distinction Magazine, HR Growler, Inside Business, Alt Daily, and other local publications.
- Business name, description, website, and logo listed on the website and mobile app.
- Logo included in all monthly E-newsletters in 2018.
- Four E-newsletter feature stories.
- Eight tickets to all members-only exclusive events.
- Quarterly promotion through social media.
- 4 free tickets to Farm to Fork.

Gold Level Sponsorship: \$3,000 or \$250/month

- ¼ page spot for logo and information in all Food Guides printed in 2018.
- Business name, description, website, and logo listed on the website and mobile app.
- Logo included in all monthly E-newsletters in 2018.
- Two E-newsletter feature stories.
- Four tickets to all members-only exclusive events.
- Semi-annual promotion through social media.
- Discounted tickets to Farm to Fork

Silver Level Sponsorship: \$1,000 or \$83/month

- Medium logo on all 2016 Food Guides.
- Business name, description, website and logo listed on the website.
- Logo included in all monthly E-newsletters in 2018.
- A sponsor feature story in a monthly E-newsletter.
- Two tickets to your choice of any Members-Only Exclusive Events.
- Annual promotion through social media.
- Discounted tickets to Farm to Fork.

Bronze Level Sponsorship: \$500 or \$42/month

- Small logo on all 2016 Food Guides.
- Business name, description, website and logo listed on the website.
- Business name included in all 2018 monthly E-Newsletters.
- Annual promotion through social media.
- Discounted tickets to Farm to Fork.

Copper Level Sponsor: \$250 or \$21/month

- Business name and website (or phone number) in 2018 Food Guide (no logo).
- Business name included in all 2016 monthly E-Newsletters.
- Business name listed on the website.

2018 Farm to Fork Sponsorship

In addition to sponsoring Buy Fresh Buy Local Hampton Roads, consider a sponsorship of our fundraising event, Farm to Fork. Farm to Fork is BFBLHR's signature annual fundraising event and will be held this year at the Hampton Roads Agricultural Research and Extension Center on Diamond Springs Rd, in September. It is a ticketed event and we anticipate a sellout crowd of 400.

The event features local producers and chefs teaming up to create locally inspired dishes for sample tastings, live music by a local band, a petting zoo and children's activities, and local craft brew, wine and cider.

As community and business leaders in Hampton Roads, we know that you see the benefit of this event which encourages the community to "buy fresh, buy local;" an idea that goes beyond food and helps people see the benefit of supporting ALL local business by investing their dollars back into the Hampton Roads economy. We look forward to working with you on your sponsorship and we appreciate your support.

Heirloom Sponsorship: \$1,000

- Lead coverage on all marketing including posters, radio ads, website ads, etc.
- Business name and logo listed on the Buy Fresh Buy Local Hampton Roads website
- Featured BFBLHR Facebook and monthly newsletter highlight
- Up to 3 banners displayed at the event (banners provided by sponsor)
- Name mentioned by the band up to 3 times
- One display table at the event (information only)
- Up to 4 VIP* tickets to the event with reserved seating and 2 VIP parking spaces

Golden Gem Sponsorship: \$500

- Coverage on all marketing including posters, website, banners, etc.
- Business name and logo listed on the Buy Fresh Buy Local Hampton Roads website
- Featured BFBLHR Facebook and monthly newsletter highlight
- One large banner behind the bandstand on event day (banner provided by sponsor)
- Name mentioned by the band up to 3 times
- One display table at the event (information only)
- Up to 2* VIP tickets to the event with reserved seating and 1 VIP parking spaces

Virginia Sweets Sponsorship: \$250

- Business name and logo listed on banners throughout the event.
- One display table at the event (information only)
- 2 regular tickets to the event.

*VIP tickets (\$52) includes admission to a VIP tent