Foodshed Alliance
501(c)(3) non-profit organization

ANNUAL GALA

October 25, 2023, 6:00 pm
at Perona Farms
Why Sponsor the Foodshed Alliance Gala?

Proceeds fund the work of helping New Jersey’s family farms thrive, provide access to farm-fresh healthy local food for all, regardless of means, and protect our rural environment.

**Make a positive impact** by helping us
- work for a healthy food system that nourishes our bodies,
- provides good livings for our hard-working farmers,
- and keeps our soils, air and water clean.

**Promote your business** to an engaged audience:
- "Foodies" passionate about local food
- Upper income
- Community-minded
- Care about the source of their food
- Care about local farms and their viability
- Support local businesses
- Open to Earth-friendly goods and services
- Want to see change in the world

**Benefit from our public engagement**
- Successful track record of hosting events celebrating local farms and businesses
- Sponsor recognition on our websites, eblasts, Facebook, Instagram and more.

FoodshedAlliance.org/Gala
Addressing the realities of climate change and its threat to agriculture — and focusing on how supporting farmers can help. The climate crisis threatens farmers’ ability to grow food in a productive and environmentally sustainable way. Yet, farmers are part of the solution. Your support aids farmers in rebuilding the soil and sequestering carbon, which hold great promise to create resilience to climate change.

Seeking solutions to market-based food-system challenges to help make NJ farmland affordable to those who grow food sustainably, and address the lack of a pipeline for local farms to distribute their products to nearby ready-and-waiting, high-dense populations.

Feeding those in need with surplus food from farms using volunteers to glean and deliver excess fresh healthy produce to food pantries in 7 counties.

Protecting the environment by encouraging organic and regenerative agriculture practices to restore the health of our soils, waters, air, and natural resources.

Cultivating change by educating policy-makers -- raising awareness at the community level and working for regulations, policies and laws that encourage and support a healthy food system.

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Your Sponsorship Supports Our Programs and Impact

**Sustainable Agriculture Enterprise (SAgE)**
- 9 new organic farms are in business thanks to affordable long-term leases we facilitated on 2 parcels of preserved farmland, including farmers with diverse backgrounds—Native American, Nepali, women-owned farms.
- 74 acres of preserved farmland are now being farmed with sustainable agricultural methods.

**LocalShare**
- 2,928,000 meal servings (675,000 lbs. of donated surplus farm-fresh produce and 19,000 dozen eggs to date) were delivered to 100+ service agencies to feed neighbors in need.
- 150+ people volunteer on 20+ local farms each year where they glean, learn the value of local food, and often become on-farm customers.

**Blairstown Farmers’ Market**
- $4 million in sales generated at farmers’ markets we created over 15 years.
- $12,500 generated to date in sales to farmers by enabling SNAP and Good Food Buck incentive sales at the Blairstown Farmers’ Market

**Food Hub Pilot**
- $225,000* in sales to farmers through a pilot food hub connecting local farms with urban consumers and institutional buyers. *projected to year-end 2022*
- $56,000 raised to purchase food from local farms to donate to food pantries.

**Environmental Protection**
- 7 farms (and growing) in northwest New Jersey are certified as River-Friendly Farms recognizing them for using best farm management practices that protect our waterways.

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Foodshed Alliance Digital/Social Media Reach

Benefit from our public engagement

We have a successful track record of hosting events celebrating local farms and businesses. Join us and benefit from sponsor recognition on our websites, eblasts, Facebook, Instagram and more.

- Websites – 118,000+ views, 60,000+ Unique Visitors
- eBlasts – 4,400+ subscribers
- Facebook pages – 6,600+ Followers, 23,000+ Reach
- Instagram pages – 1,900+ Followers, 2,500+ Reach
- Twitter – 1,000+ Followers

Media Reach:
The Gala Reaches Media Markets in
- Northern, Central NJ
- Southern NY
- NYC
- NE PA

FoodshedAlliance.org/Gala
The annual Foodshed Alliance Gala is a unique and special event bringing together leaders and supporters in the local-food and sustainable agriculture movements.

**15+ Tasting Stations:** The Gala is a showcase for our region's finest culinary artists who delight our guests with innovative and delicious dishes.

**Fresh, Locally Sourced Ingredients:** The viability of local farms is a main focus of our work and our Gala uniquely spotlights their local products.

**Locally produced wine, craft beer, hard cider and spirits:** Taste some of our state's craft beverage producers and enjoy their specialties that are transforming the adult-beverage landscape.

**Demographics of our Supporters**

- 54% Female
- 46% Male
- 97% earn more than $100K
- 95% with college degrees or higher
- 57% between ages 35 - 64

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Sponsorship Opportunities

**Platinum Sponsor - $5,000**
- Full page color ad (premium placement) in Gala Journal
- 10 tickets (1 table) at the Gala
- Sponsor table at the Gala and Introduction during the event
- Logo on website with link to your organization
- Recognition as sponsor in e-blast
- One dedicated social media announcement on each platform
- Acknowledgement during the event

**Gold Sponsor - $3,000**
- Full page color ad (premium placement) in Gala Journal
- 6 tickets to the Gala
- Logo on website with link to your organization
- Recognition as sponsor in e-blast
- Acknowledgement during the event

**Silver Sponsor - $1,000**
- Half page color ad in Gala Journal
- 4 tickets to the Gala
- Recognition as sponsor in e-blast
- Acknowledgement during the event

**Bronze Sponsor - $500**
- Business card ad in Gala Journal
- 2 tickets to the Gala
- Recognition as sponsor in e-blast
- Acknowledgement during the event

FoodshedAlliance.org/Gala
Thank You!

We Look Forward To Creating A Unique Partnership

Contact:
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For more information, please visit FoodshedAlliance.org/Gala