



2020 Garden Day Sponsorship Opportunity

Our Event

Grow Food Northampton’s annual Garden Day, a celebration of the start of the growing season, will take place at Forbes Library in Northampton on March 7, 2020 from 12:30 to 4:00pm The event, **attended by hundreds of participants**, includes gardening workshops, children’s activities, free seeds and a seed-swap, education on seed saving and related techniques, the chance to meet other partner organizations, hands-on activities, and other garden inspiration. Garden Day activities will be taking place throughout Forbes Library from the front patio to several community spaces in the library.

What’s In It For You!

We are seeking several business sponsors to underwrite the modest costs of putting on this community-building event. We will actively promote Garden Day and YOU! via Grow Food Northampton’s communication channels (e-news, Community Garden Newsletter, blog, and social media) that reach over 3,000 local community members, by posting flyers on area bulletin boards in the weeks leading up to the event, and with a press release to a variety of print, radio, and TV media outlets. We will also be asking other organizations who are direct partners to Grow Food Northampton to promote the event, including information about our sponsors, through their networks. Forbes Library will also be promoting Garden Day.

Interested local businesses have the opportunity to sponsor Garden Day and be recognized in the associated promotion as follows:

Level	Cost	Blog Post, Email blast (3,000+ subscribers, 300+ community gardeners)	Press release	Flyers around town, Sign at Event	Social media (over 3,000 FB followers)
Heirloom	\$250	Large logo, priority location	Mention as leading sponsor	Large logo, priority location	3+ mentions
Seed Saver	\$100	Small logo	Mention as supporting sponsor	Small logo	1+ mention

How to Become a Sponsor

Please fill out the enclosed Commitment Form and send or email it to us. The deadline for sponsors to be included in all print and digital outreach materials is February 7, 2020. Commitments will be accepted until March 1, but we cannot guarantee inclusion in all outreach materials.

Thank you for considering becoming a supporter of Grow Food Northampton’s Garden Day!



2020 Garden Day Sponsorship Commitment Form

Business Name:

Billing Contact Name:

Contact email:

Address:

Phone:

Website:

Facebook:

Twitter:

Instagram:

**Note that in order for us to display your logo, you must email it in all available graphic formats to niki@growfoodnorthampton.com*

I commit to paying for the following sponsorship level:

- Heirloom Sponsor (\$250)
- Seed Saver Sponsor (\$100)

I will pay for my sponsorship:

- With this form, by check
- By separate check, to arrive by: _____
- I want to be invoiced

To sign up, please visit growfoodnorthampton.com/sponsor, email a scan of this form to niki@growfoodnorthampton.com or send to:

Grow Food Northampton | 221 Pine St., Suite 349 | Florence, MA 01062