

SPONSORSHIP OPPORTUNITIES

Foodwise Summer Bash

SUNDAY, JULY 16, 2023

SAN FRANCISCO FERRY BUILDING



Foodwise is a nonprofit dedicated to growing thriving communities through the power and joy of local food. In 2023, we are celebrating the 30th anniversary of Foodwise and the Ferry Plaza Farmers Market. Today, Foodwise farmers markets, food access initiatives, and education programs provide crucial links between local farms and Bay Area residents. We are grateful for your ongoing partnership in growing a fair, regenerative, and delicious food future for all.

Foodwise's Summer Bash is an annual fundraising party showcasing the Bay Area's best restaurants and beverage companies, all featuring peak-summer produce from the farmers market. This evening event connects conscientious eaters and drinkers with farmers, chefs, and you, our loyal supporters. Sponsors have the exclusive opportunity to host a station, putting their brand or product directly in front of values-driven food lovers.

600 attendees

45 food and beverage stations

**1 spectacular evening of
peak-season deliciousness**

Guests and sponsors will:

- » Feast on unlimited food from the Bay Area's best chefs and restaurants together for one special night.
- » Savor impeccable drinks from the region's finest spirit companies, wineries, breweries, and beverage makers.
- » Experience San Francisco's iconic Ferry Building like you never have before from the sunny Embarcadero promenade to the historic Grand Hall upstairs.
- » Gather with your community, enjoying music and fun activities around every corner.
- » Win one-of-a-kind foodie experiences in the silent auction.



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Sponsorship levels

PRESENTING SPONSOR: \$10,000

- » Top tier logo placement on the event invitation, on Foodwise's website, and in online and print materials
- » 10 tickets to the event
- » Opportunity to create a custom guest engagement opportunity or host an event station with prime placement
- » Integrated promotion within the attendee event guide

AFTER PARTY SPONSOR: \$7,500

- » Acknowledgement on Foodwise's website, and in online and print materials
- » 6 tickets to the event
- » Opportunity for co-branded after party invitations sent to food and beverage event participants
- » Opportunity for custom branding and collateral throughout the after party

BEVERAGE SPONSOR: \$2,500

- » Opportunity to feature your beverage at an event station as a seasonal cocktail, wine, beer, or non-alcoholic option (sponsor to provide all product).
- » Guaranteed exclusivity in spirit category (for example: only one bourbon)
- » Logo placement on the event invitation, on Foodwise's website, and in online and print materials
- » 2 tickets to the event

CHANGE MAKER: \$7,500

- » Acknowledgement on Foodwise's website, and in online and print materials
- » 6 tickets to the event
- » Opportunity to host an event station
- » Integrated promotion within the attendee event guide

COMMUNITY PARTNER: \$5,000

- » Acknowledgement on Foodwise's website, and in online and print materials
- » 4 tickets to the event
- » Opportunity to host an event station
- » Integrated promotion within the attendee event guide

FRIEND: \$2,500

- » Acknowledgement on Foodwise's website, and in online and print materials
- » 2 tickets to the event

Let's talk!

Contact Rebecca Crawbuck at
rebecca@foodwise.org.

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How your sponsorship makes an impact



Foodwise Kids

- » Farmers markets provide vital food access for everyone. Customers using CalFresh/EBT benefits (food stamps) can double their dollars to buy fresh fruits and veggies through our **Market Match** program.
- » Small-scale family farms are critical to a resilient food system. **Foodwise's farmers markets** support more than 130 farms and food businesses.



Foodwise Teens

- » 100+ high school students are empowered to build a sustainable food future in our **Foodwise Teens** program annually.
- » 2,600+ public elementary school students and their families learn to love fresh fruits and vegetables in our **Foodwise Kids** cooking program annually.

Sponsorship benefits

Social media and online

Acknowledgment on Foodwise's social media accounts (70,000+ followers), Foodwise's website (30,000+ visits per month), and event page.

Print materials

Posters and banners in the Ferry Building and at Foodwise farmers markets; postcards distributed to all participating restaurants.

foodwise.org

Traditional media outreach

Events and event sponsors will be featured in a series of dedicated promotional email invitations. The event will also be featured in our weekly e-letter (15,000+ readers).

Foodwise farmers markets

With nearly 30,000 shoppers combined attending our four weekly Foodwise farmers markets, sponsor logos will receive strong visual attention on posters each week.