



4234 Dorney Park Road
Allentown, PA 18104
610-336-5690
www.theseedfarm.org

March 11, 2019

Dear friend,

We are delighted to invite you to sponsor **The Seed Farm's 5th Annual Spring Plant Sale**, from May 11-12, 2019. It has quickly become one of our most important annual fundraising and outreach events, attracting hundreds of community members from around the Lehigh Valley. Our Plant Sale provides attendees with experiential knowledge of the agricultural tradition that defines our region, while empowering them to grow their own food, take control of their health, and protect biodiversity.

Visitors can set their home garden up for success while helping to ensure the future of farming by selecting from 200 varieties of vegetables, herbs, and flowers, all grown at The Seed Farm. Beyond our plants, the weekend features workshops, children's activities, local food, farm tours, and a Speaker's Tent with acclaimed speakers sharing key insights about nutrition, gardening, and the importance of vibrant local farms and farm businesses to stimulate our local food economy.

As a Sponsor of the 5th Annual Spring Plant Sale, you will benefit from numerous opportunities to demonstrate your dedication to sustainable agriculture, local food systems, food and farm entrepreneurship, and strong communities. No matter your budget, there are ways that you can help support The Seed Farm, from sponsorship to in-kind donations to vending.

We thank you for your consideration, and hope to have your support in making this year's event our most successful ever!

With gratitude,

Lindsey Parks
Executive Director

Board of Directors

Brian Moyer
President

Louis Cinquino
Secretary

Diane Matthews-
Gehring

Richard Molchany
Diane Motel

Advisory Board

Jeffrey Frank

Tom Gettings

David M. Lobach, Jr.

Jeff Moyer

Jeffrey Zehr



Sponsorship Packages
5th Annual Spring Plant Sale
May 11-12, 2019 at The Seed Farm
5854 Vera Cruz Road Emmaus, PA 18049

\$5,000 Presenting Sponsor

- Exclusive naming rights to The Seed Farm’s signature event (for example: The 5th Annual Plant Sale presented by _____)
- Top billing in all event correspondence and promotional materials
- Sponsor logo and live link featured on The Seed Farm’s website in “Plant Sale Presenting Sponsor” box
- Logo prominently displayed on:
 - All print and digital media advertisements
 - All event correspondence & signage
- Logo on volunteer t-shirts worn at event
- Press release regarding sponsorship distributed to local media
- Tabling opportunity at event
- Acknowledgement of Presenting Sponsorship on social media
- Four Tickets to The Seed Farm’s 2020 Farm-to-Feast Dinner & Auction
- Material distributed in VIP bags at The Seed Farm’s 2020 Farm-to-Feast Dinner & Auction
- Four tickets to the Plant Sale Preview Event*
- Opportunity to speak during the Plant Sale Preview Event*
- Recognition in The Seed Farm’s annual report as Presenting Sponsor of the Plant Sale
- Industry exclusivity

\$2,500 Speaker’s Tent Sponsor

Sponsor a series of inspiring and informative presentations throughout the day on such topics as gardening, the environment, and nutrition. You are invited to be involved with choosing speakers and topics and to contribute an individual from your organization to speak on a relevant topic.

- Prominent billing in all event correspondence and promotional materials
- Sponsor logo and live link featured on event webpage
- Logo prominently displayed on
 - All print and digital media advertisements
 - All event correspondence & signage
- Logo on volunteer t-shirts worn at event
- Tabling opportunity at event
- Acknowledgement of Speaker’s Tent Sponsorship on social media
- Two tickets to the Seed Farm’s 2020 Farm-to-Feast Dinner & Auction
- Two tickets to the Plant Sale Preview Event*
- Recognition in The Seed Farm’s annual report

\$1,000 Category Sponsors

- Exclusive sponsorship of a portion of the event, tailored to your organization's priorities
- Sponsor logo and live link featured on event webpage
- Logo displayed on:
 - Signage at the event (e.g. a sign displaying your logo on a tent or another structure where category-specific activity is taking place)
 - All print and digital media advertisements
 - All event correspondence
- Tabling opportunity at event
- Acknowledgement of Category Sponsorship on social media
- 2 tickets to the Plant Sale Preview Event*
- Recognition in The Seed Farm's annual report

Categories available:

- **Children's Tent:** Your sponsorship will enable us to offer a variety of children's activities throughout the day, such as plant and nature related crafts, and storytelling.
- **Enlightenment Sponsor:** Sponsorship will enable us to offer various educational workshops throughout the weekend, focusing on relevant topics such as native plants, aromatic herbs, foraging, and more.
- **Recreation Sponsor:** Sponsorship will enable us to offer various recreational and athletic opportunities throughout the day, such as yoga, a bike ride from our site, and stand-up paddleboard on our ponds.

\$500 Seedling Sponsor

- Sponsor logo and live link featured on event webpage
- Logo displayed on:
 - Signage at the event;
 - All digital media advertisements
- Tabling opportunity at event
- 2 tickets to the Plant Sale Preview Event*
- Recognition in The Seed Farm's annual report

\$250 Soil Sponsors

- Sponsor logo and live link featured on event webpage
- Logo displayed on:
 - Signage at the event
- Recognition in The Seed Farm's annual report

\$100 Mission & Merger Sponsor

- Name displayed on event webpage

**The Plant Sale Preview Event is an invitation-only presale offered to major donors and sponsors of The Seed Farm and Second Harvest Food Bank. It will be held on Friday, May 10 from 5-7 PM and features a happy hour with drinks, hors d'oeuvres, and merriment.*



Sponsorship Contract
5th Annual Spring Plant Sale
May 11-12, 2019 at The Seed Farm
5854 Vera Cruz Road Emmaus, PA 18049

Name: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please select sponsorship level:

- Presenting - \$5,000 Speaker's Tent - \$2,500
 Category - \$1,000 Children's Tent Enlightenment Recreation
 Seedling - \$500 Soil - \$250 Mission & Merger - \$100

Please specify payment by selecting one of the following:

Enclosed is my check

Please make check payable to: The Seed Farm

Please charge my credit card VISA MasterCard Discover

Card Number: _____

Name on Card: _____

CVC: _____ Exp. Date: _____ Signature: _____

Questions? Contact Lindsey Parks at lindsey_parks@theseedfarm.org or 610-336-5690

Please mail to:
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