



LandPaths' 11th Annual Festival de la Cosecha (Harvest Festival)

Saturday, October 1, 2022 | 10am - 3pm

Bayer Farm: 1550 West Avenue, Santa Rosa



EVENT OVERVIEW

The Organization: LandPaths' mission is to foster a love of the land in Sonoma County. We create opportunities for people to experience the beauty, understand the value, and assist in healing the land in our local communities. With a dedication to equity and inclusion, LandPaths reduces barriers so that people historically excluded from the outdoors and from low-income communities can access, benefit from, and contribute to the health of the land in Sonoma County. LandPaths' offers nature-based summer camps and school programs, free hikes and outings, and volunteer land stewardship opportunities in English and Spanish.

Sponsorship: Over 200 community members from the local, business, and donor communities will come together for a day full of community and nature. Promote your business to an audience eager to support companies connected to LandPaths, support a valuable community event in a vibrant community, and get in on the fun!

Bayer Farm is a community hub and garden in Southwest Santa Rosa where LandPaths builds community through nature. Your support keeps event overhead low, maximizing the funds that go toward the Bayer Farm gardens and programs like Vamos Afuera, which in turn makes sure that *everyone* feels a sense of belonging in nature and has access to culturally-relevant outdoor experiences.

The Festival: This will be the 11th LandPaths Festival de Cosecha/Harvest Festival held at Bayer Farm in Roseland! Festival activities will include: Live music ♦ Educational workshops for the whole family ♦ Garden tours ♦ Dance performances ♦ Salsa competition ♦ Community engagement opportunities ♦ Sponsor and community informational booths ♦ Inspiration and community-building in a beautiful setting.

Admission to the Harvest Festival will be free to the public. Costs will be covered through the sale of booth spaces for vendors and exhibitors, and through event sponsorship.



HARVEST FESTIVAL SPONSORSHIP LEVELS AND BENEFITS

To reserve your sponsorship, please review these Sponsorship Benefits, and return the enclosed form. To include your logo on the event t-shirt, we must receive your sponsorship commitment by September 2. To secure a table display during the Harvest Festival, we must receive your commitment no later than September 9.

	La Cosecha Sponsor \$10,000 <i>Limited to 1 Exclusive Sponsor</i>	Flor de Calabasa Quesadilla Sponsor \$5,000	Ensalada de Nopal Sponsor \$3,000	Salsa de Tomatillo Sponsor \$1,000	Honorary Gardener/Jardinerx in-kind raffle prizes or \$200 - \$500 sponsorship	
Event-Day Marketing & Recognition	Vendor table/booth for your business	✓ <i>Premium placement</i>	✓ <i>Premium placement</i>	✓	✓	✓
	Logo on event t-shirt	✓	✓	✓	✓	✓
	Logo featured on Festival Banner	✓	✓	✓	✓	✓
	On-stage verbal acknowledgement	✓	✓	✓		
	Company banner/display item featured at main stage	✓	✓			
	Event Co-Presenter ("Presented by LandPaths & _____")	✓				
Pre-Event Marketing & Recognition	Company recognition in event email campaigns (10,500 subscribers)	✓	✓	✓	✓	✓
	Linked logo on LandPaths' website for 1 year	✓	✓	✓	✓	✓
	Logo and @mention in social media posts	✓	✓	✓	✓	✓
	Logo on print promotional materials	✓	✓	✓		
	Company recognition in event press releases	✓	✓			
	Logo included on all media advertising	✓				

SPONSORSHIP COMMITMENT FORM

INSTRUCTIONS

1. Please complete this form and submit with your payment to LandPaths at 618 4th Street, Suite 217, Santa Rosa CA 95404. **Please earmark your check for the Harvest Festival.** To secure a table display/booth during the Harvest Festival, we must receive your form and payment no later than September 2, 2022. To be included on the t-shirt, we will need your form and payment by September 9, 2022. You can email your form to omar@landpaths.org & angelica@landpaths.org.
2. Checks should be made payable to "LandPaths" and designated for the Harvest Festival in the memo.
3. Email your logo to Omar Gallardo, omar@landpaths.org and Angelica Steinman, angelica@landpaths.org. Sponsors should please submit their logos as soon as possible.
4. All questions regarding Harvest Festival sponsorships should be directed to Omar Gallardo at Omar@LandPaths.org and Angelica Steinman at angelica@landpaths.org

Company Name: _____

Company Website: _____

Contact Person: _____

Address: _____

Phone Number: _____

Email Address: _____

Please indicate level of sponsorship below:

- | | |
|--|---|
| <input type="checkbox"/> La Cosecha Sponsor \$10,000 | <input type="checkbox"/> Salsa de Tomatillo \$1,000 |
| <input type="checkbox"/> Flor de Calabasa Quesadilla \$5,000 | <input type="checkbox"/> Honorary Gardener/Jardinex - In-kind donation or \$200 - \$500 sponsorship |
| <input type="checkbox"/> Ensalada de Nopal \$3,000 | |

Thank you for your support!



LandPaths is a 501(c)(3) nonprofit corporation. Contributors should consult with their tax advisor regarding tax implications of sponsorship contributions. LandPaths' Tax ID is 68-0328590.