

Urban Farm Fest

SPONSORSHIP



JUNE 7, 2018 | 7–10 P.M. | HEIFER INTERNATIONAL CAMPUS, LITTLE ROCK

The day before our popular Feast in the Field event, Heifer International is hosting the second annual Urban Farm Fest. The event is for those who would like to support Heifer International or learn more about our mission to end hunger and poverty while caring for the Earth. The evening will feature food trucks, lawn games and drinks provided by Rock Town Distillery, along with local brews provided by Rebel Kettle.

When you become an Urban Farm Fest sponsor, you support our Heifer USA program, which works with small-scale farmers in Arkansas. Heifer USA:

- Empowers small-scale farmers through training and connections to markets
- Connects farmers with other growers in the state to create cooperatives, improve farming methods and increase production
- Supports the local food movement, keeping wealth in our community

GARDEN LEVEL PRESENTING SPONSOR – \$10,000 (20 TICKETS)

- Your name/logo co-branded in marketing and media opportunities (Urban Farm Fest, brought to you by...)
- Listed as Presenting Sponsor on marketing collateral, including website, posters, invitations, press releases and select social media posts
- First right of refusal for media interviews and other press opportunities
- Complimentary usage of Heifer Village conference room space (some restrictions apply; call for details)
- Complimentary usage of Heifer Village Pavilion for 2 hours (restrictions apply)
- Logo featured as Presenting Sponsor on video screens and live mentions at the event
- Name recognition in marketing

and/or press opportunities leading up to and at the event

- Acknowledgment as Presenting Sponsor during the event
- Logos/mentions in email blasts and select social media

ENTERTAINMENT SPONSOR – \$7,500 (15 TICKETS)

- Listed as Entertainment Sponsor on all marketing collateral, including website, posters, invitations, press releases and select social media
- Sponsor logo featured on stage during the entertainment performance
- Complimentary usage of Heifer Village Pavilion for 2 hours (restrictions apply)

PLANT LEVEL – \$5,000 (15 TICKETS)

- Listed as sponsor on marketing collateral, including website, posters, invitations, press releases

and select social media

- Name or logo displayed prominently at a game of your choice (as available)
- Sponsor logo displayed in prominent locations at the event
- Complimentary usage of Heifer Village Pavilion for 2 hours (restrictions apply)

ROOT LEVEL – \$2,500 (10 TICKETS)

- Listed as sponsor on marketing collateral, including website, posters, invitations, press releases and select social media
- Sponsor logo listed in prominent locations at the event

SEED LEVEL – \$1,000 (5 TICKETS)

- Name listed as sponsor in prominent locations at the event

HERD LEVEL – \$200 (5 TICKETS)

- Group price

INDIVIDUAL TICKET – \$50

If you're interested in becoming an Urban Farm Fest sponsor and putting your brand in front of an audience of more than a half-million people, please contact us at [501.907.2692](tel:501.907.2692) or URBANFARMFEST@HEIFER.ORG.



Urban Farm Fest

2018 SPONSORSHIP FORM



JUNE 7, 2018 | 7 P.M.

Name _____
(25 characters maximum)

Your Social Handles _____
(Twitter, Facebook, etc.; these names will allow us to mention you or your company through our social channels)

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Contact Name _____

SPONSORSHIP LEVELS

- ☐ Garden \$10,000
- ☐ Entertainment \$7,500
- ☐ Plant \$5,000
- ☐ Root \$2,500
- ☐ Seed \$1,000

Individual tickets will go on sale April 2, 2018.
All tickets are non-refundable.

NOTE:

For sponsors at the \$2,500 level and above, please provide a vector logo (.ai or .eps). 3" x 3" - 300 dpi jpegs acceptable but not preferred.

PAYMENT INFORMATION

☐ Please invoice me

☐ Pay with check (Make checks payable to Heifer International. Send check to:
Attn: Urban Farm Fest, Heifer International, 1 World Avenue, Little Rock, AR 72202)

Please bill my ☐ Amex ☐ Visa ☐ Mastercard ☐ Discover

In the amount of \$ _____ Credit Card Number _____

Name On Card _____ Expiration Date _____

Card Security Code _____ Signature _____

☐ Please call me for credit card payment information

Phone Number _____

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Call 501.907.2692 for sponsorship information or
877.2HEIFER (877.243.4337) to reserve your tickets.
You can also email urbanfarmfest@heifer.org.

