

# Common Ground's 13th Annual Feast from the Fields: A Hybrid Virtual + Limited Onsite Experience



**COMMON GROUND**  
HIGH SCHOOL, URBAN FARM, AND  
ENVIRONMENTAL EDUCATION CENTER

## Media Reach Breakdown:

**Instagram:** 1,900+ active followers

**Facebook:** 5,100+ active followers

**Monthly Newsletter:** 4,200+ subscribers

## Event At a Glance:

**Attendance:** 300+ guests guaranteed.

**General Info:** Feast from the Fields 2020 will look different this year. Rather than gathering on our site - we will be bringing the Fields home our community! Together our team of staff, farmers, local chefs and volunteers are providing Feast participants with lovingly curated boxes full with freshly picked CG produce and flowers, locally sourced ingredients, a cookbook made by our students and other special touches. From home guests can elect to join in three days of Feast's virtual cooking classes Q+As hosted by our chefs or move at their own pace and follow printed recipes and pre-recorded instructional videos. There will be some small, limited experiences on site such as guided tours and live music.

**Enhanced Promotional Materials:** Program book comes in the form of a thoughtfully designed Student Recipe Cookbook that guests are likely to bring home, add to their kitchen shelf, and browse in the comfort of their home for months to come.

## Champion sponsor • \$10,000

- Common Ground will promote a 30 second video from your organization across social media that explores the topic of 'why sustainability is important to your work.'
- Monthly e-newsletter listing for *four* months, from July – October, sent to 4,100 Greater New Haven residents/month – including a link to your company's site.
- On-going social media promotion to our far-reaching network including:
  - Company spotlight/profile share out on social media.
  - Sponsor 'thank you' posted on social media prior to/immediately after the event.
  - Listed as 'Champion' sponsor on printed and digital promotional materials; invitations, event promos, and sponsor recognition on event website.
- Verbal recognition during virtual event program.
- Full page ad in our student cookbook/program book.
- **Includes the option of 16 event tickets.**

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## **Bounty sponsor • \$5,000**

- Monthly e-newsletter listing for *three* months, from July – October sent to 4,100 Greater New Haven residents/month – including a link to your company's site.
- On-going social media promotion to our far-reaching network including:
  - Sponsor 'thank you' posted on social media prior to/immediately after the event.
- Listed as 'Bounty' sponsor on printed and digital promotional materials; invitations, event promos, and sponsor recognition on event website.
- Verbal recognition during virtual event program.
- Full page ad in our student cookbook/program book.
- **Includes the option of eight event tickets.**

## **Plenty sponsor • \$2,500**

- Monthly e-newsletter listing for *three* months, from August – October, sent to 4,100 Greater New Haven residents/month – including a link to your company's site.
- Social media promotional posts to our far-reaching network.
- Listed as 'Plenty' sponsor on printed and digital promotional materials; invitations, event promos, and sponsor recognition on event website.
- Verbal recognition during virtual event program.
- Half page ad in our student cookbook/program book.
- **Includes the option of four tickets.**

## **Harvest sponsor • \$1,000**

- Monthly e-newsletter listing for *two* months, September and October, sent to 4,100 Greater New Haven residents/month – including a link to your company's site.
- Social media promotional posts to our far-reaching network.
- Listed as 'Harvest' sponsor on printed and digital promotional materials; invitations, event promos, and sponsor recognition on event website.
- Half page ad in our student cookbook/program book.
- **Includes the option of two event tickets.**

## **Cultivator sponsor • \$500**

- Monthly e-newsletter listing in *October*, sent to 4,100 Greater New Haven residents/month – including a link to your company's site.
- Social media promotion to our far-reaching network.
- Listed as 'Cultivator' sponsor on printed and digital promotional materials; invitations, event promos, and sponsor recognition on event website.
- Company name and logo listed on 'Cultivator' page of student cookbook/program book.
- **Includes the option of one event ticket.**

*Your support of this beloved event makes  
a real impact for our entire community!*

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## Sponsorship Response Form

*Sponsorship response information is accepted via mail or e-mail. For email responses, please fill out the information below in the body of your response email. Thank you!*

**Yes! I would like to be a sponsor of this important work at the following level:**

- ☐ \$10,000 – Champion Sponsor
- ☐ \$5,000 – Bounty Sponsor
- ☐ \$2,500 – Plenty Sponsor
- ☐ \$1,000 – Harvest Sponsor
- ☐ \$500 – Cultivator Sponsor

### Important information:

- Common Ground's **Development Manager for Supporter Engagement, Audrey Nefores** is your contact person for all your sponsor benefits, and can be reached by e-mail at **audrey.nefores@commongroundct.org** or by phone at **203-751-7631**.
- Please send a high resolution, Black and White; and color electronic version of your logo to **audrey.nefores@commongroundct.org** ASAP.
- Ads should be in PDF format, in black & white. Full page ads are 5"x 8" (vertical) and ½ page ads are 5" x 4" (horizontal)
- Please let us know who will use your sponsorship tickets by **August 31st**.

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Business or Organization

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Contact Name Title

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Mailing Address

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City, State Zip

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Contact phone Contact Cell Contact Fax

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Website Email

**Payment is accepted by credit card at [www.commongroundct.org/donate](http://www.commongroundct.org/donate), or by check made out to "New Haven Ecology Project."**