

Common Ground's 14th Annual Feast from the Fields: A Hybrid Onsite + Virtual Experience



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

Media Reach Breakdown:

Instagram: 2,300 active followers

Facebook: 5,100+ active followers

(With avg. of 7,000 views per post)

Monthly Newsletter: 4,200+ subscribers

General Info: Feast from the Fields is a beloved event on our urban oasis campus that celebrates the bounty of our fields and gathers **300+ guests** (top level donors, partners and community members) Our team of staff, farmers, local chefs and volunteers are planning, new safe ways to welcome visitors onto our site to experience the powerful words of our students, food/drink by local chefs using our farm fresh produce and more! The renowned local chefs of Feast 2020 shared with us dishes from around the world including the Sudan and the Philippines. Dependent on regulations at the time, we will offer guided **tours of our farm and campus to the sounds of live music.**

Enhanced Promotional Materials: Program book comes in the form of a thoughtfully designed Student Recipe Cookbook that guests bring home, add to their kitchen shelf and browse in the comfort of their home for months to come. We will be producing/distributing a new **"Sponsor Spotlight Video"** to highlight and advertise our sponsors.

SPONSOR LEVEL

\$500 \$1,000 \$2,500 \$5,000 \$10,000 \$25,000

PERK

Newsletter	✓	✓	✓	✓	✓	✓
Social media	✓	✓	✓	✓	✓	✓
Event tickets	1	2	4	8	12	16
Program ad		1/2 page	1/2 page	1 page	1 page	2 page
Spotlight video			logo inclusion	15 seconds	30 seconds	40 seconds
Team event				Team event	Team event OR	Team event AND
Facility rental					Facility Rental	Facility Rental

Your support of this beloved event makes an impact for our entire community!

When you sponsor Feast you support youth leaders, local farmers + the planet!

Leader Sponsor • \$25,000 (Includes the option of 16 event tickets)

- Option for free facility rental of our beautiful outdoor Harvest Pavilion or sustainably designed Spring Side building for future company gatherings, galas, or more (more details on Facility rental document).
- Option for a free team building event at CG. Get your team off Zoom and let our Environmental Educators handle the rest! We'll provide all you need for an evening around the fire or a guided hike on our trails.
- Longest feature (40 seconds) in our new 'Sponsor Spotlights' promotional video!
- Ongoing promotion in monthly e-newsletter sent to 4,200 Greater New Haven residents/month.
- Extensive social media promotion to our far-reaching network leading up to the event. Includes: promotional posts on our Facebook/Instagram and share/likes/reposts of relevant content on your pages to our platforms.
- Listed as 'Leader' sponsor on printed and digital promotional materials: invitations, promo, event website.
- Two page spread ad in our student cookbook/program book.

Champion Sponsor • \$10,000 (Includes the option of 12 event tickets)

- Option to select either free facility rental for a future event (galas, holiday parties, etc.) OR a free team building event at Common Ground (a guided hike led by our our Environmental Educators or a campfire)
- 30 second feature in our new 'Sponsor Spotlights' promotional video!
- Ongoing promotion in monthly e-newsletter sent to 4,200 Greater New Haven residents/month.
- Extensive social media promotion to our far-reaching network leading up to the event. Includes: promotional posts on our Facebook/Instagram and shares/likes/reposts of relevant content on your pages to our platforms.
- Listed as 'Champion' sponsor on printed and digital promotional materials: invitations, promo, event website.
- One full page ad in our student cookbook/program book.

Bounty Sponsor • \$5,000 (Includes the option of 8 event tickets)

- Option for a free team building event at Common Ground. Get your team off Zoom and let our Environmental Educators handle the rest! We'll provide all you need for an evening around the fire or a guided informational hike up West Rock Mountain leaving from our campus!
- 15 second feature in our new 'Sponsor Spotlights' promotional video.
- Monthly e-newsletter mention prior to and after event, sent to 4,200 Greater New Haven residents/month.
- Extensive social media promotion to our far-reaching network (mention in Instagram/Facebook stories)
- 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.

Plenty Sponsor • \$2,500 (Includes the option of 4 tickets)

- Logo included in our new 'Sponsor Spotlights' promotional video.
- Monthly e-newsletter mention prior to event, sent to 4,200 Greater New Haven residents/month.
- Extensive social media promotion to our far-reaching network.
- Listed as 'Plenty' sponsor on printed and digital promotional materials: invitations, promo, event website.
- Half page ad in our student cookbook/program book.

Harvest Sponsor • \$1,000 (Includes the option of 2 event tickets)

- Monthly e-newsletter mention prior to event, sent to 4,200 Greater New Haven residents/month.
- Some social media promotion to our far-reaching network.
- Listed as 'Harvest' sponsor on printed and digital promotional materials: invitations, promo, event website.
- Half page ad in our student cookbook/program book.

Cultivator Sponsor • \$500 (Includes the option of 1 event ticket)

- Monthly e-newsletter mention prior to event, sent to 4,200 Greater New Haven residents/month.
- Some social media promotion to our far-reaching network.
- Listed as 'Cultivator' sponsor on printed and digital promotional materials: invitations, promo, event website.
- Company name and logo listed on 'Cultivator' page of student cookbook/program book.

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Sponsorship Response Form

Sponsorship response information is accepted via mail or e-mail to audrey.nefores@commongroundct.org.
For email responses, please fill out the information below in the body of your email. Thank you!

Yes! I would like to sponsor this important work at the following level:

- ☐ \$25,000 – Leader Sponsor
- ☐ \$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. E-mail at audrey.nefores@commongroundct.org.
- Please send 2 high resolution versions of your logo (one in color and one in B&W) to Audrey at audrey.nefores@commongroundct.org as soon as possible.
- Ads should be B&W. Full page ads are 5" x 8" (vertical) and 1/2 page ads are 5" x 4" (horizontal).
- Please let us know who will use your sponsorship tickets by **August 31st**.

Business or Organization

Contact Name Title

Mailing Address

City, State Zip

Contact phone Contact Cell Contact Fax

Website Email

Payment is accepted online at www.commongroundct.org/donate
(when making an online gift, click "Donate as a Company")
or by check made out to "New Haven Ecology Project."



Thank you for helping us grow!

Free Facility Rental Options for Top Sponsors



Facility Rental Options for Leader + Champion Sponsors

Feast from the Fields top sponsors are offered the option of use of one of our sustainable facilities for company events.

Common Ground facilities have been used for galas, fundraising dinners and team building outings. Our multipurpose space is situated in our sustainably designed, geothermal Springside building. Our rustic harvest pavilion showcases views of our urban farm and wetland fields.

Contact audrey.nefores@commongroundct.org to discuss options.



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