



# Farmraiser Season Twelve





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**SATURDAY, SEPTEMBER 20 | 5:30PM - 10:30PM | INDY URBAN ACRES**

Indy Urban Acres, an initiative of The Parks Alliance of Indianapolis, is a collection of farms that utilizes organic farming practices. We work daily to empower and educate people by providing equitable access to free, high-quality produce. Since 2013, Farmraiser has served as the annual fundraising event to bring awareness to IUA's mission while raising funds that directly impact the operations of this multi-disciplinary farm system.

## **Presenting Sponsor | \$15,000**

- Exclusive name recognition as the presenting sponsor
- Invitation to host up to (2) premiere tables for (16) guests
- Invitation to be honorary dinner bell ringer and speak in front of 250+ guests at the event
- Primary branding placement in event promotion, program, and on stage
- Opportunity for brand recognition at each table
- Opportunity to host an onsite activation that matches the theme of the event
- Social media recognition in all related event marketing
- Customized digital marketing toolkit
- Annual TPA partner benefits included
- First right of refusal for following year



BENEFIT LEVEL	ACCESSIBILITY \$7,500	WELCOME \$7,500	TECHNOLOGY \$7,500	MISSION \$5,000	CONTRIBUTOR \$1,500
Premiere brand placement in event promotion	●	●	●	Logo included in event collateral (digital & print)	Name included in some event collateral (digital & print)
Brand recognized on event website	●	●	●	Logo included event website	Name included on event website
Plant Voucher(s)	(4) \$20 vouchers	(3) \$20 vouchers	(3) \$20 vouchers	(2) \$20 vouchers	(1) \$20 voucher
Social media recognition	●	●	●		
Customized marketing toolkit	●	●	●	●	
Onsite activation opportunity	Opportunity for brand placement on guest transport	Opportunity for brand placement on coffee station	Opportunity for brand placement on opening weekend 'stage'		
Annual TPA partner benefits	●	●	●		



# Annual Plant Sale





# Indy Urban Acres Annual Plant Sale

**SATURDAY & SUNDAY, MAY | 8:00AM - 1:00PM | INDY URBAN ACRES**

Since 2011, Indy Urban Acres has become a multi-disciplinary urban farm with multiple sites on Indy's Eastside that donates 100% of harvested produce to food pantries and families. Now in its 11th year, the Annual Plant Sale is a pivotal fundraising event that supports the operational costs of this urban farm and its mission to provide equitable access to free, high-quality produce.

## **Presenting Sponsor | \$10,000**

- Exclusive name recognition as the presenting sponsor
- Primary branding placement in event promotion, including pre-sale communications and in-person sales
- Brand placement on every individual plant tag
- Opportunity to host an onsite activation that matches the theme of the event during opening weekend
- Brand recognized on event landing page with hyperlink to company website
- Social media recognition in all related event marketing
- (5) \$20 plant vouchers
- Customized digital marketing toolkit
- Annual TPA partner benefits included
- First right of refusal for following year



BENEFIT LEVEL	ACCESSIBILITY \$7,500	WELCOME \$7,500	TECHNOLOGY \$7,500	MISSION \$5,000	CONTRIBUTOR \$1,500
Premiere brand placement in event promotion	●	●	●	Logo included in event collateral (digital & print)	Name included in some event collateral (digital & print)
Brand recognized on event website	●	●	●	Logo included event website	Name included on event website
Plant Voucher(s)	(4) \$20 vouchers	(3) \$20 vouchers	(3) \$20 vouchers	(2) \$20 vouchers	(1) \$20 voucher
Social media recognition	●	●	●		
Customized marketing toolkit	●	●	●	●	
Onsite activation opportunity	Opportunity for brand placement on guest transport	Opportunity for brand placement on coffee station	Opportunity for brand placement on opening weekend 'stage'		
Annual TPA partner benefits	●	●	●		