

We would love your support!



SEPTEMBER 13-14, 1 PM - 6 PM

I am reaching out to you today because we are excited to announce that the Neighborhood Co-op Grocery Farm Crawl is happening again this September! We are looking for sponsors to further our mission to support a healthier food system in southern Illinois.

Monies raised by this event go directly to Food Works, a non-profit organization facilitating the development of a regional food economy in southern Illinois. Every ticket purchased and any additional funds contributed will go to support this great organization.

About the Farm Crawl

Farm crawls/farm tours are among the most enjoyable and effective forms of agritourism because they immediately engage community members with local growers. Farmers have a chance to share the successes and history of their farms, and community members get to learn about the crops and/or livestock raised along with unique challenges facing farmers. Participating farms on our crawl are located all around the southern Illinois region. The Co-op will be selling car passes that allow visitors access to participating farms for one day or the whole weekend.

Regional Focus

As in previous years, we are expanding our reach by focusing on farms in different sectors of our region. On Saturday, September 13 and Sunday, September 14 we will focus on the geographic area along the Route 13 corridor East & West, with an approximately 1 hour maximum travel time from Carbondale, approximately 15 minutes north and south of Route 13 for ease of travel and access to farms.

Your Support

The farmers on the Crawl volunteer 100% of their time to this event. Your contribution will help us cover costs to promote the event, provide Farm Crawl materials, bring awareness to the region, and most importantly, raise much-needed money for Food Works.

Please review the following pages to learn more about sponsorship opportunities! Please feel free to contact us with any questions at jennifer@fwsoil.org and emily@neighborhood.coop.

EMILY YATES, NEIGHBORHOOD CO-OP GROCERY BRAND MANAGER, DESIGN & MARKETING
JENNIFER W.S. PAULSON, EXECUTIVE DIRECTOR, FOODWORKS



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This year's Farm Crawl will be held from 1pm – 6pm each day, Sept. 13 - 14, 2025. **All proceeds raised from this event go to benefit Food Works.** If you/your business would like to contribute, see our donation packages below. If your donation fits outside of these parameters, please contact us. We would love your support in any way you are able to help.

Gold Sponsorship – \$1000+ Cash Donation

Gold sponsors will receive a full page advertisement and recognition as a sponsor in the Farm Crawl brochure, signage placed on a sponsored farm, business logo in newsprint advertisement, logo placement and link to your website (or preferred link) on event page, a free car pass to event, independently recognized through Facebook promotions for event, and contribute a giveaway item/informational flier/brochure for event bags.

Silver Sponsorship – \$500 - \$999 Cash Donation

Silver sponsors will receive a half page advertisement in the Farm Crawl brochure, business name listed in newsprint advertisement, name recognition and link to your website (or preferred link) on event page, recognized through Facebook promotions for event, and contribute a giveaway item/informational flier/brochure for event bags.

Bronze Sponsorship – \$100 - \$499 Cash Donation

Bronze Sponsors will receive recognition as a sponsor in Farm Crawl brochure, name recognition on event page, listed in Facebook promotions for event, and contribute a giveaway item/flier/brochure for event bags.

There will be up to 150 event bags available. All physical contributions for giveaways must be provided by August 15 to guarantee placement. See the following page for logo/booklet specifications.

NOTE: One Farm Crawl car pass admits everyone in that vehicle to visit farms. If you want to offer a coupon for potential customers, consider extending the offer to include multiple people/coupons (as applicable).

Please contact Co-op Brand Manager, Emily Yates at emily@neighborhood.coop with any questions.



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Neighborhood Co-op Grocery Farm crawl 2025

Promotional Booklet

Every car pass holder will receive a professionally printed, full color booklet that lists the farms on the crawl as well as their locations. See booklet example to the right. 150 passes and booklets will be printed.

Advertisement Specifications

Full page ad (must have bleed):

Bleed size: 6.25" W x 8.75" H

Finished size: 6" W x 8.5" H

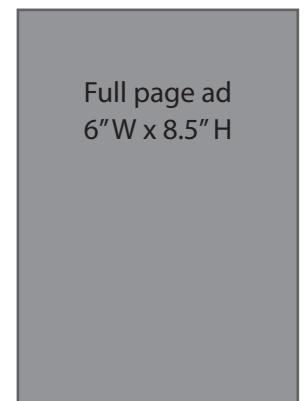
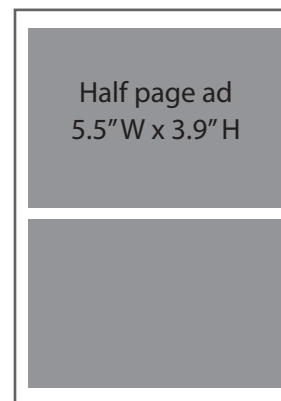
Half page ad:

Finished size: 5.5" W x 3.9" H

Logo Specifications

Sponsors are requested to submit a logo for the Co-op and/or Food Works to use in any event promotions, print media, and/or social media, as applicable.

Please send your **high resolution** advertisement and/or logo as a **print quality pdf** or **jpg, ai, indd, eps file format** to:
emily@neighborhood.coop



Ad files and payment are due by **July 7, 2025**. Please make checks payable to Neighborhood Co-op Grocery.

Please contact Co-op Brand Manager, Emily Yates at emily@neighborhood.coop with any questions.



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Please fill in with applicable business sponsorship information for your and our records. Thank you!

(BUSINESS/ORGANIZATION NAME)

has agreed to support the Neighborhood Co-op Grocery's Farm Crawl (with all proceeds to benefit Food Works) on **September 13-14, 2025**, at the following sponsorship level (choose one):

- ☐ Gold Sponsor (\$1000+)
- ☐ Silver Sponsor (\$500 - \$999)
- ☐ Bronze Sponsor (\$100 - \$499)
- ☐ Other _____

Donation type:

- ☐ Cash donation gifted in the amount of _____
- ☐ In-kind donation (please describe)

The Neighborhood Co-op Grocery has agreed to acknowledge the sponsor's contribution according to the sponsorship level as outlined in this document.

CONTACT PERSON NAME (PLEASE PRINT)

CONTACT EMAIL

BUSINESS/ORGANIZATION SIGNATURE

Emily Yates

EMILY YATES, NEIGHBORHOOD CO-OP GROCERY

CONTACT NUMBER

DONATION DATE

Please contact Co-op Brand Manager, Emily Yates at emily@neighborhood.coop with any questions.

