FOOD WELL ALLIANCE

SOIL FESTIVAL

2019 SPONSORSHIP PACKAGE

TRULY LIVING WELL

Hi! We are Food Well Alliance.

Food Well Alliance is a collaborative network of local leaders who believe that **urban farms and gardens strengthen the heart of thriving cities**. We equip growers, local governments and residents with the tools they need to build healthier communities and create the cities we all want to live in across metro Atlanta.

In metro Atlanta, there is a vibrant movement of local growers, educators, policymakers, funders and social entrepreneurs working together to build thriving farms and gardens that enhance the **health, vitality and resilience of communities** within the five most populated counties in Metro Atlanta: Fulton, DeKalb, Gwinnett, Cobb and Clayton.

OIL FESTIVAL
FOOD
WELL
ALLIANCE

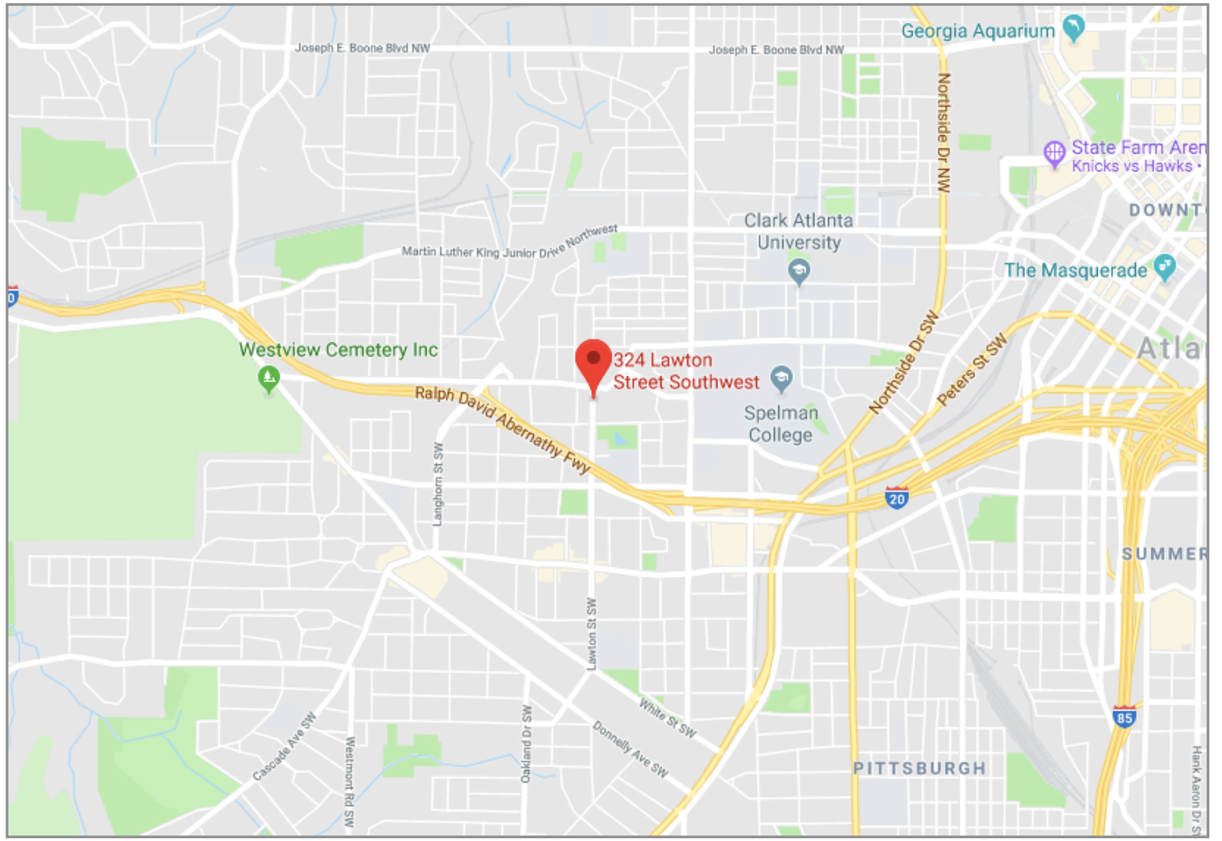
It all starts with the soil.

FOOD WELL ALLIANCE
SOIL
FESTIVAL
TRULY LIVING WELL

The 5th Annual Soil Festival

Located at metro Atlanta's largest urban educational farm

Truly Living Well
May 4, 2019 from 1:00 to 5:00 PM
324 Lawton St SW, Atlanta, GA 30310



What Is Soil Festival?

Four years ago, the Soil Festival began as a small educational and training event for local communities to connect urban farmers, gardening enthusiasts, children, educators and neighbors to raise awareness of the importance of composting in creating healthy soil to grow more sustainable local food in metro Atlanta.

Today the Soil Festival has become an annual tradition of celebrating soil as the key source for building healthier communities, that now draws over 700 attendees!

The Festival offers educational workshops and an unforgettable on-farm experiences that walk communities through the entire local food cycle — from soil to food to compost, and back to soil. This year, we're unveiling a brand new Community Compost Learning Lab at Truly Living Well, the first of its kind in metro Atlanta.

Who Is Soil Festival for?

The Soil Festival is a **free event** for the community and has activities for all ages. The festival will include a host of exciting opportunities for school gardeners, community gardeners, backyard gardeners, urban farmers, educators, and children. Most of our attendees last year were new to gardening and local food!

How does Soil Festival impact farms, gardens and the community?

In 2018, we were fortunate to have 700 community attendees, which nearly doubled from 2016. This event has become **a much-anticipated event** for city dwellers across metro Atlanta to bring awareness of local farms and gardens to local communities.

- Adult compost, gardening and cooking classes and farm educational tours
- “Kids Corner” with soil science, kid-friendly yoga , petting zoo and food education activities
- Local small food businesses featured as caterers
- Urban farmers and community gardeners uplifted as local food experts through workshops and exhibitors
- On-site farmers market with locally-produced food right from Truly Living Well
- 25 cubic yards of fresh compost donated to school, community and home gardeners

Soil Festival 2018 Stats

700
Diverse Atlantans Attended

50
Community Volunteers Engaged

250
Buckets of Local Compost Donated

25
Workshop Leaders & Local Exhibitors

Why sponsor Soil Festival?

From fostering ecological solutions for a changing climate, to building more sustainable and local economies, supporting urban food production has moved from trend to a vibrant and inclusive, social movement.

Companies and brands who support this movement become identifiably relevant to real conversations happening all over our country and this city. Los Angeles, Detroit, Boston, New York have pioneered long-term sustainable growth plans for urban farms and gardens, and **now is the time for Atlanta to take a leading role** in this mission.

As a sponsor, you will not only be part of this national conversation, you will have the opportunity to be a part of building community in metro Atlanta. Together, we can teach and train urban gardeners, backyard gardeners, children, urban farmers, educators and the local food community at large to raise awareness of the importance of compost and healthy soil.

Soil Festival 2018 Reach:
1,300
Eventbrite RSVPs
7,800
Clicks & Comments
24k
Reached on Twitter, Instagram, Facebook, Mailchimp
40%
Increase in website traffic from March - June

How will your sponsorship be used for the Soil Festival?

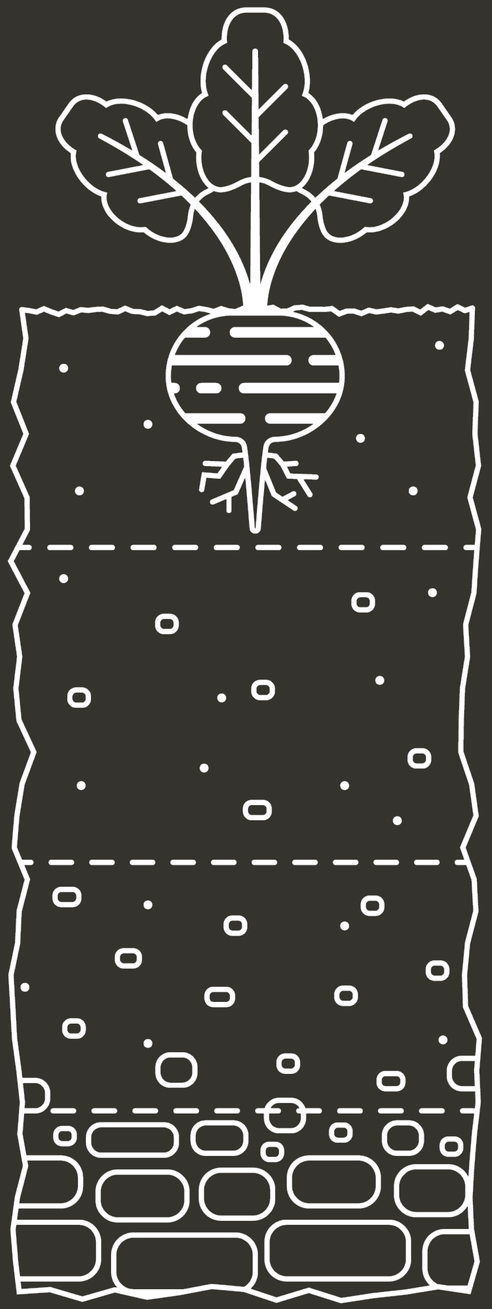
Providing a high-quality event that is accessible to the community requires sponsors like you to offset the cost. From providing locally-sourced catered food and experiential learning activities, to building the first **Community Compost Learning Lab** and supporting Truly Living Well's capacity to host this event, your sponsorship is essential for 700-1000 community members to not only know the role of a local farm in metro Atlanta, but experience, touch it, feel it, and best of all, eat it.

Soil Festival Attendance
2019 Goal: 1000!
200
250
350
700
1,000
2015
2016
2017
2018
2019

Sponsorship Opportunities

Healthy soil is critical to the success of urban farms and gardens just like **you are critical to the success** of this year's Soil Festival.

Learn about each layer of soil and determine your level of sponsorship in 2019.



SOIL HORIZONS	SPONSORSHIP LEVEL	BENEFITS
Organic **A - Horizon** *Mineral matter mixed with humus*	$1,000	Logo on website, social media post and event sponsorship banner
Topsoil **E - Horizon** *Light colored mineral particles*	$2,500	Everything above + program ad placement + sponsor video clip on social
Subsoil **B - Horizon** *Accumulation of clay transported from above*	$5,000	Everything above + exhibitors booth + VIP parking
Parent material **C - Horizon** *Partially altered parent material*	$10,000	Everything above + sponsor highlight from the event main stage.
Bedrock **R - Horizon** *Unweathered parent material*	$25,000	Everything above + guest speaker on the main stage.

Show your leadership in a movement who believes that urban farms and gardens strengthen the heart of thriving cities. To sponsor our 2019 Soil Festival, please email Sandy Layton at sandy@foodwellalliance.org.

GROWN *IN* ATLANTA 100% COMMUNITY

www.foodwellalliance.org/sponsor

The creation of Food Well Alliance was made possible through funding from our founding benefactor, the James M. Cox Foundation and through the vision of Jim Kennedy and Bill Bolling, founder of the Atlanta Community Food Bank. Together, they saw an opportunity to connect members of Atlanta's local food movement to collectively build a healthier community. Food Well Alliance exists to bring this vision to life.

THE JAMES M. COX FOUNDATION