



SPONSORSHIP OPPORTUNITIES

SATURDAY, MAY 4, 2024



ABOUT SOIL FESTIVAL



The Soil Festival is an annual spring tradition connecting people to where their food comes from and celebrating soil as a key source for building a strong local food system.

The 9th annual Soil Festival will welcome up to 2,000 attendees:

- *Saturday, May 4, 2024, from 11AM to 4PM (Extended time)*
- *Location - City of Atlanta, Maddox Park*
- *1115 Donald Lee Hollowell Pkwy NW, Atlanta, GA 30318*

In 2024, we're creating a fun, family-friendly event where you can experience all things urban agriculture in Atlanta. Attendees can enjoy delicious locally sourced food, meet some of our local food heroes, and engage in cooking demos, kids' activities and workshops on topics including composting, gardening and beekeeping. Soil Festival is hosted by Food Well Alliance in partnership with WABE. Proceeds from the event support metro Atlanta's urban farms, orchards, and community gardens. Read on for further details on the benefits of supporting Soil Festival 2024. We hope you will consider joining us as a sponsor or patron! All questions should be directed to DahRah Prince at dahrah@foodwellalliance.org or 678-412-5944.





\$50,000

Presenting Sponsor

SUSTAINER

(\$48,000 Tax Deductible)

SOIL
FESTIVAL
2024

- Exclusive name recognition as Presenting Sponsor of Soil Festival which will be included in all mentions of the event (print, online and verbal) – As well as the following WABE assets:
 - 80x promos on WABE leading up to the event - \$12,000 Value
 - Display Ads on WABE.org – 200,000 impressions - \$5,000 Value
 - Banner Ads in 6x WABE newsletters to 30K+ Donors - \$3,000 Value
- Admission for 10 (with drink and food tickets)
- Swag + compost bags
- Logo on website, event signage, t-shirt and collateral material
- Recognition + guest speaker during main stage announcements
- Exhibitors' booth at the event
- Up to 5 VIP parking spaces
- Corporate volunteer team-building event for up to 30 people at an Atlanta area community garden (may be planned anytime following Soil Festival event)



\$25,000

Supporting Sponsor

SOWER

(\$23,000 Tax Deductible)

SOIL
FESTIVAL
2024

- Name recognition as a Supporting Sponsor of Soil Festival, which will be included in the following promotional opportunities on WABE:
 - 40x promos on WABE leading up to the event - \$6,000 Value
 - Display Ads on WABE.org – 80,000 impressions - \$2,000 Value
 - Banner Ads in 4x WABE newsletters to 30K+ Donors - \$2,000 Value
- Admission for 10 (with drink and food tickets)
- Swag + compost bags
- Logo on website, event signage and collateral material
- Recognition during main stage announcements
- Exhibitors' booth at the event
- Up to 5 VIP parking spaces
- Corporate volunteer team-building event for up to 30 people at an Atlanta area community garden (may be planned anytime following Soil Festival event)

SPONSOR LEVELS

(Continued)

\$10,000

Supporting Sponsor

PLANTER

(\$8,000 Tax Deductible)

- **Name recognition as a Supporting Sponsor of Soil Festival, which will be included in the following promotional opportunities on WABE**
 - **34x promos on WABE leading up to the event (\$5,000 Value)**
- Admission for 10 (with drink and food tickets)
- Swag + compost bags
- Logo on website, event signage and collateral material
- Recognition during main stage announcements
- Exhibitors' booth at the event

\$5,000

Supporting Sponsor

FERTILIZER

(\$3,000 Tax Deductible)

- Admission for 10 (with drink and food tickets)
- Swag + compost bags
- Logo on website, event signage and collateral material
- Recognition during main stage announcements
- Exhibitors' booth at the event

\$2,500

Supporting Sponsor

HARVESTER

(\$1,700 Tax Deductible)

- Admission for 8 (with drink and food tickets)
- Swag + compost bags
- Logo on website, event signage and collateral material
- Exhibitors' booth at the event



PATRON LEVELS

\$1,000

PATRON

(\$700 Tax Deductible)

- Admission for 6 (includes 12 drink tickets and 6 food tickets)
- Swag + compost bags
- Name listed on program and on Food Well Alliance website

\$500

PATRON

(\$300 Tax Deductible)

- Admission for 4 (includes 8 drink tickets and 4 food tickets)
- Swag + compost bags
- Name listed on program and on Food Well Alliance website

\$250

PATRON

(\$150 Tax Deductible)

- Admission for 2 (includes 4 drink tickets and 2 food tickets)
- Swag + compost bags
- Name listed on program and on Food Well Alliance website

\$100

PATRON

(\$50 Tax Deductible)

- Admission for 1 (includes 2 drink tickets and 1 food ticket)
- Swag + compost bag
- Name listed on program and on Food Well Alliance website



www.foodwellalliance.org

INTERESTED IN SPONSORING SOIL FESTIVAL 2024?

Contact DahRah Prince
at dahrah@foodwellalliance.org
or 678-412-5944

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@foodwellalliance

