



2023

# Amaizing Sweet Corn Glean-A-Thon & Festival

*Co-hosted by After the Harvest and the  
National Agricultural Center & Hall of Fame*

## 2023 SPONSORSHIP

The Amaizing Sweet Corn Glean-A-Thon & Festival is a great opportunity for organizations to become corporate sponsors of the event and help support the fight against hunger. If your organization is looking for an opportunity to make an impact and be part of an important cause, then becoming a corporate sponsor of After the Harvest's Sweet Corn Glean-A-Thon and Festival is the perfect way to do it.

As a corporate sponsor, your organization will receive recognition for your commitment to fighting hunger in the community and have the ability to connect with potential customers, partners, and employees. Plus, sweet corn harvested from the event will be donated directly to agencies serving food insecure people in Kansas City.

## BENEFITS OF SPONSORSHIP

Sponsorships offer public recognition of your business's commitment to our community, and connection with our mission to eradicate food insecurity in our community. Your organization's positive impact creates a "halo effect," which helps to attract new customers and bolster your company's reputation.



Showcase social  
responsibility



Create visibility and  
awareness



Stimulate sales and  
usage



Provide team building  
opportunities



Increase brand  
loyalty

**Interested in becoming a sponsor? Contact Lisa or Michael.**

**LISA OUSLEY**

[lisa@aftertheharvestkc.org](mailto:lisa@aftertheharvestkc.org)  
(816) 921-1903 ext. 101

**MICHAEL WATSON**

[michael@aftertheharvestkc.org](mailto:michael@aftertheharvestkc.org)  
(816) 921-1903 ext. 102



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# Amaizing Sweet Corn Clean-A-Thon & Festival

## 2023 SPONSORSHIP PACKAGES

	 <b>BARNRAISER</b> \$15,000	 <b>HARVEST</b> \$10,000	 <b>CULTIVATOR</b> \$5,000	 <b>SEED SOWER</b> \$2,500
<b>PRE-EVENT PROMOTION</b>				
Social Media Promotion	○	○	●	●
Website Presence	○	○	●	●
Event Flyers & Newsletters	○	○	●	●
Press Releases	○	○		
<b>ON-SITE RECOGNITION</b>				
On-Stage Company Promo	○			
Team Shirts w/ Company Logo	○	○	●	●
Donated Item in Swag Bags	○	○	●	
Prominent On-Site Company Logo	○	○	●	
Featured Sponsor Content	○	○	●	●
<b>POST-EVENT RECOGNITION</b>				
Press Releases	○	○		
Sponsored Content	○	○	●	●
Thank You Email	○	○	●	●

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# INDEX OF BENEFITS

## SOCIAL MEDIA PROMOTION

As the event draws near, ATH will recognize your company for its sponsorship and its commitment to helping ATH eradicate food insecurity. Your organization will be tagged in all related posts, including sponsored posts, and will be exposed to new audiences across our social media platforms. Pictured here is an example of a social media post from 2022 recognizing Driscoll's as a corporate sponsor.



## EVENT FLYERS & NEWSLETTERS

Your organization's logo, name, and team members will receive recognition in our weekly newsletters promoting the event. Our newsletter subscriber base consists of nearly 7,000 loyal and dedicated ATH friends who support our mission and share our stories. Below are past examples of newsletters distributed during the 2022 event.

**Amazing Sweet Corn Glean-A-Thon comes to a close as ATH volunteers hit 25,000-pound goal**



To all who participated in our Amazing Sweet Corn Glean-a-Thon and Sweet Corn Festival, the team at After the Harvest says THANK YOU!

A big thanks to our co-hosting partner, the National Agricultural Hall of Fame and Museum, that hosted the Sweet Corn Festival on their grounds, and to all of the volunteers – from both organizations – for working hard to make the Festival a day of fun for all.

A heart-felt thank you to our sponsors: Cargill, Driscoll's, Bayer, Hallmark, Ewing Marion Kauffman Foundation, ADM, Creative Planning, Kansas Corn Growers Association, Blue Cross Blue Shield of Kansas City, and People

### PROGRESS METER

total pounds: **25,854**

total ears of corn: **51,708**

progress towards goal: **104%**



### Meet the Sponsors

ATH supporters who believed in our mission, volunteers, farmers, and goals



National Agricultural Center & Hall of Fame hosts first inaugural Sweet Corn Festival as capstone celebration of Amazing Glean-A-Thon

"This was a great opportunity to partner with After the Harvest and help raise awareness about food insecurity, as well as the importance of agriculture in our everyday lives," said Dave Hurrelbrink, president of the Ag Hall's Board of Directors.

[Read More](#)



Hallmark builds upon its lifelong relationship with ATH

Hallmark's involvement with After the Harvest goes back to our roots.

[Read More](#)



People Partners Foundation supports ATH in more ways than one

"We found a friend in After the Harvest and will continue to stay around."

[Read More](#)

# WEBSITE PRESENCE

Your organization's logo, name, and team members will be included anywhere the event is mentioned on ATH's website. You'll join the ranks of prominent local, regional, and national businesses like our 2022 sponsors, which included Cargill, ADM, Driscoll's, Bayer, Blue Cross and Blue Shield of Kansas City, and the Ewing Marion Kauffman Foundation.



## Meet our Sponsors

ATH is grateful to our generous supporters who believed we could achieve this effort! Meet the sponsors who made it possible.



**Cargill reaffirms its commitment to fighting food insecurity**

The company sent an impressive team of 25 volunteers to harvest sweet corn.

[\[Read more\]](#)



**Blue Cross and Blue Shield of Kansas City rally for food access**

Blue KC's support of After the Harvest is in alignment with its new 2018 initiative, Well Stocked.

[\[Read more\]](#)

**Additional Sponsors**



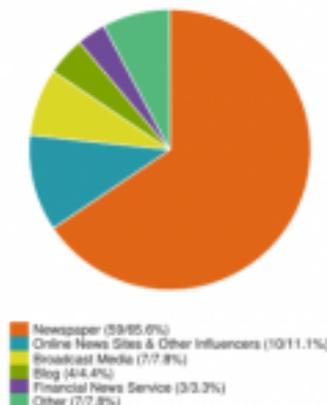




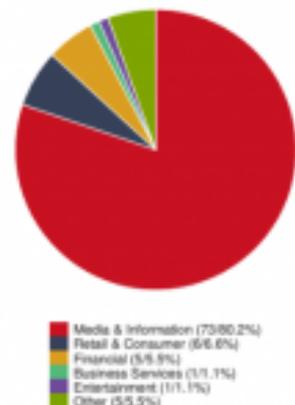

# PRESS RELEASES

Your organization's name will be included inside a detailed press release distributed both regionally and nationwide prior to the event and afterward. Check out last year's Amazing Sweet Corn Glean-A-Thon press release and pickup stats.

Total Pickup by Source Type



Total Pickup by Industry



## ON-STAGE COMPANY PROMO

Your leadership will have the opportunity to join our event emcees on-stage to discuss your participation in the event, and share your product/services. Check out After the Harvest's website to see video from last year's Amazing Sweet Corn Festival.



## TEAM T-SHIRTS WITH LOGO

Your company logo will be included on our event t-shirts alongside other notable agricultural-related organizations that generously sponsor our event. All competing teams will wear these shirts during each team gleaning at local farms. As a sponsor, your team will receive up to 15 shirts.



## DONATED ITEM IN SWAG BAGS

As dozens of teams flock to ATH partner farms to harvest corn, each volunteer will receive a swag bag with donated items. For example, granola bars, cooling towels, branded water bottles and other handy stuff.



## ON-SITE COMPANY LOGO

Your organization's logo will be displayed alongside the sweet corn fields at each partner farm location as well as at the Sweet Corn Festival, which in 2022 was attended by roughly 1,000 people.



## SPONSORED CONTENT

Your organization's partnership with After the Harvest will be told through articles, photos, videos and pull quotes. Share this content on your organization's social media, internal newsletters, or wherever you see fit! See examples from last year's event below, or visit After the Harvest's website for more corporate sponsor stories.

### 2022 AMAIZING SWEET CORN GLEAN-A-THON & FESTIVAL

## Cargill reaffirms its commitment to fighting food insecurity

**As the lead sponsor of the 2022 Amaizing Sweet Corn Glean-A-Thon & Festival, Cargill is rallying a team of 25 to compete to shuck corn and deliver it to local food banks and agencies.**

For the last seven years, Ryan Murdock has led a committee at Cargill committed to supporting and uplifting the Kansas City community. Cargill reinforces its employees' volunteerism by providing paid time off to volunteer – and ensuring they're connected with a cause they feel passionate about.

"We have time every month to go volunteer with an organization, and Cargill pays us to do that. It's considered part of our job."



“

*"It's an awesome opportunity for us to rally our team. It's easy to write a check to an organization – but what we really strive for is, 'Here's a check and here's the 25 people I'm bringing with me to help get our hands dirty and really make a difference in the organization.' When we find opportunities that allow us to do both, that's the sweet spot."*

”

— Ryan Murdock of Cargill

Proud sponsor of the 2022  
Amaizing Sweet Corn Glean-A-Thon & Festival

