



# SPONSORSHIP PROPOSAL



# PRODUCE TO THE PEOPLE

— FESTIVAL —  
SATURDAY, SEPT 14, 2024

SUPPORTING FOOD INSECURE FAMILIES



# CONTENTS

- 3** ABOUT US
- 4** EVENT OVERVIEW
- 5** SPONSORSHIP OVERVIEW
- 6** SPONSORSHIP LEVELS
- 9** BENEFIT DETAILS





## ABOUT US

After the Harvest (ATH) rescues nutritious fruits and vegetables from going to waste and donates them to agencies that serve families needing support, primarily in the Greater Kansas City area. Our volunteers *glean after the harvest*, picking what's left in farmers' fields and retrieving already harvested leftover produce.

# 10 YEARS OF IMPACT

FIGHTING FOOD INSECURITY IN THE KANSAS CITY REGION

35,000

PEOPLE SERVED  
EACH WEEK

360

AGENCY PARTNERS

50,000

VOLUNTEER HOURS

## URBAN PRODUCE PUSH

This festival is just one focused program of our Urban Produce Push (UPP) initiative. Our UPP program vision is to ensure that every corner of Kansas City has access to an abundance of healthy, nourishing fruits and vegetables. Through UPP, ATH is taking action to address food insecurity head-on by selecting ten zip codes as our initial focus areas.

- **Comprehensive Assessment:** We conducted a thorough assessment for each chosen zip code to identify specific gaps and needs, focusing on food insecurity and available resources like quality grocery stores and community gardens.
- **Community Adoption:** We have built and will continue to build a network of compassionate supporters to "adopt" each zip code, with each member's unique contribution driving efforts to lower food insecurity, empower local growers, and provide nutritious produce.
- **Team Effort:** Our community-based teams leverage ATH's extensive network of farmers, distributors, funders, and agencies to create sustainable solutions for food insecurity. By collaborating with local stakeholders and experts, we'll achieve lasting impact on Kansas City's food system.

[AfterTheHarvestkc.org/Sponsor](https://AfterTheHarvestkc.org/Sponsor)





SATURDAY  
**SEPT 14, 2024**  
Concourse Park  
200 Benton Blvd, Kansas City, MO 64123  
10am-1pm

## EVENT OVERVIEW

### SUPPORTING FOOD INSECURE FAMILIES

We are excited to **distribute 1,000 bags of fresh produce** directly to our community. Attendees will stock up on delicious ingredients for their next meal and enjoy a family-friendly event. It's a day filled with:

- **FRESH PRODUCE GIVEAWAY:** COMPLIMENTARY BAGS FILLED WITH A VARIETY OF SEASONAL FRUITS AND VEGETABLES
- **POPCORN AND FOOD TRUCKS**
- **LIVE MUSIC AND ENTERTAINMENT:** PERFORMANCES BY LOCAL ARTISTS AND ENTERTAINERS THROUGHOUT THE DAY
- **KIDS' ACTIVITIES:** FUN AND ENGAGING ACTIVITIES FOR CHILDREN

Together, we can make a significant impact on our community's well-being. Join us at the Produce to the People Festival and be a part of this transformative initiative.



[AfterTheHarvestKC.org/Sponsor](https://AfterTheHarvestKC.org/Sponsor)



## 2024 SPONSORSHIP

**The Produce to the People Festival** is a great opportunity for organizations to become corporate sponsors of the event and help support the fight against food insecurity. 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 Produce to the People Festival is the perfect way to do it.

As a corporate sponsor, your organization will receive high-level recognition for your support and will have the ability to connect with potential customers, partners, and employees. Plus, fresh produce will be distributed directly to food insecure families at the event.

## 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

PLEASE RESPOND WITH YOUR SPONSORSHIP BY **AUGUST 12TH**

**[AfterTheHarvestKC.org/Sponsor](https://AfterTheHarvestKC.org/Sponsor)**



# 2024 SPONSORSHIP PACKAGES

	 <b>Sustainer</b> \$25,000	 <b>Nurturer</b> \$15,000	 <b>Cultivator</b> \$5,000	 <b>Seed Sower</b> \$2,500
PRE-EVENT PROMOTION				
Social Media Promotion	 <ul style="list-style-type: none"> <li>Announcement with logo</li> <li>1st tier logo placement on digital flyer</li> </ul>	 <ul style="list-style-type: none"> <li>Announcement with logo</li> <li>2nd tier logo placement on digital flyer</li> </ul>	 <ul style="list-style-type: none"> <li>Announcement with text</li> </ul>	 <ul style="list-style-type: none"> <li>Announcement with text</li> </ul>
Website Presence	 <ul style="list-style-type: none"> <li>1st tier logo placement</li> </ul>	 <ul style="list-style-type: none"> <li>2nd tier logo placement</li> </ul>	 <ul style="list-style-type: none"> <li>Text mention</li> </ul>	
Event Flyers	 <ul style="list-style-type: none"> <li>1st tier logo placement</li> </ul>	 <ul style="list-style-type: none"> <li>2nd tier logo placement</li> </ul>	 <ul style="list-style-type: none"> <li>Text mention</li> </ul>	 <ul style="list-style-type: none"> <li>Text mention</li> </ul>
Newsletters	 <ul style="list-style-type: none"> <li>1st tier placement on banner ad</li> </ul>	 <ul style="list-style-type: none"> <li>2nd tier placement on banner ad</li> </ul>	 <ul style="list-style-type: none"> <li>Newsletter mention</li> </ul>	 <ul style="list-style-type: none"> <li>Newsletter mention</li> </ul>
Press Releases	 <ul style="list-style-type: none"> <li>1st tier mention</li> </ul>	 <ul style="list-style-type: none"> <li>2nd tier mention</li> </ul>	 <ul style="list-style-type: none"> <li>3rd tier mention in press release</li> </ul>	

**Sign Up for Sponsorships at  
AfterTheHarvestkc.org/Sponsor or Contact:**

**MICHAEL WATSON**  
 Executive Director  
 michael@aftertheharvestkc.org  
 (816) 921-1903 ext. 102

**JANE FLETCHER**  
 Director of Administration  
 jane@aftertheharvestkc.org  
 (816) 921-1903 ext. 104

# 2024 SPONSORSHIP PACKAGES

	 <b>\$25,000 Sustainer</b>	 <b>\$15,000 Nurturer</b>	 <b>\$5,000 Cultivator</b>	 <b>\$2,500 Seed Sower</b>
<b>ON-SITE RECOGNITION</b>				
On-Stage Company Promotion	 <ul style="list-style-type: none"> <li>• MC mention</li> <li>• Sponsor remarks</li> </ul>	 <ul style="list-style-type: none"> <li>• MC Mention</li> </ul>		
Event Shirts w/ Company Logo	 <ul style="list-style-type: none"> <li>• 1st tier logo placement</li> </ul>	 <ul style="list-style-type: none"> <li>• 2nd tier logo placement</li> </ul>	 <ul style="list-style-type: none"> <li>• 3rd tier logo placement</li> </ul>	 <ul style="list-style-type: none"> <li>• Text mention</li> </ul>
Donation Produce Bags	 <ul style="list-style-type: none"> <li>• Include a flyer or coupon</li> <li>• 1st tier logo placement</li> </ul>	 <ul style="list-style-type: none"> <li>• Include a flyer or coupon</li> <li>• 2nd tier logo placement</li> </ul>		
Prominent On-Site Company Logo	 <ul style="list-style-type: none"> <li>• 1st tier logo placement on poster</li> </ul>	 <ul style="list-style-type: none"> <li>• 2nd tier logo placement on poster</li> </ul>		
Sponsor Area	 <ul style="list-style-type: none"> <li>• On-stage branding</li> </ul>	 <ul style="list-style-type: none"> <li>• Registration Booth</li> </ul>		

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POST-EVENT RECOGNITION				
Press Release	 <ul style="list-style-type: none"> <li>• Sponsor Rep photo included</li> <li>• Optional quote</li> </ul>	 <ul style="list-style-type: none"> <li>• Sponsor Rep photo included</li> </ul>		
Sponsored Content	 <ul style="list-style-type: none"> <li>• Branded recap video</li> <li>• Branded thank you social media post</li> </ul>	 <ul style="list-style-type: none"> <li>• Feature in recap video</li> </ul>	 <ul style="list-style-type: none"> <li>• Feature in recap video</li> </ul>	
Thank you Email	 <ul style="list-style-type: none"> <li>• 1st tier logo placement</li> </ul>	 <ul style="list-style-type: none"> <li>• 2nd tier logo placement</li> </ul>	 <ul style="list-style-type: none"> <li>• Company text mention</li> </ul>	 <ul style="list-style-type: none"> <li>• Company text mention</li> </ul>

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# BENEFIT DETAILS



## 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 sponsors. Previous ATH events included sponsors such as Cargill, ADM, Driscoll's, Bayer, Blue Cross and Blue Shield of Kansas City, and the Ewing Marion Kauffman Foundation.



## Press Release

Your organization's name will be included inside a detailed press release distributed both regionally and nationwide prior to the event and afterward.

Releases and media advisories will be sent to both print and digital media outlets.



## Event T-Shirts With Logo

Your company logo will be included on our event t-shirts alongside other notable organizations that generously sponsor our event. All staff and volunteers will wear these shirts during the event. As a sponsor, you may order Produce to the People event shirts as well.



## On-Stage Company

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.



## Donation Produce Bags

Your organization's logo will be included on the donation, reusable bags that those in need will receive. 1,000 bags will be created.



## On-Site Company Logo

Your organization's logo will be displayed on signage throughout the event attended by over 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! Visit After the Harvest's website for more corporate sponsor stories.



## 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.





# PRODUCE TO THE PEOPLE

— FESTIVAL —

# THANK YOU

RESPOND WITH YOUR SPONSORSHIP BY AUGUST 12TH

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