



# SPONSORSHIP OPPORTUNITIES

The third annual Deep Roots is the event for all things local foods! Family-friendly and fun, this festival features local foods, farmer/producer education workshops, artisan goods, local farms tour, and live music.

To be held at Maple Hills Orchard in Frazee, MN September 14th, 2024, the Deep Roots Festival offers sponsorship opportunities for companies & organizations who want to be involved with this exciting event, promoting local foods and products.

Presented by Sustainable Farming Association (SFA) of Minnesota, a 501(c)(3) nonprofit organization, the festival is managed and operated by the Lake Agassiz Chapter of SFA.

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## **CATEGORIES OF SPONSORSHIP**

### **“BEET” SPONSORS \$1,000**

These Sponsors receive:

- 1) Your banner displayed on our live music stage and behind education workshops the day of the event.
- 2) Primary logo presence in published material, website and advertising
- 3) Free booth space and admission for one
- 4) Four Free Tickets to the Event

### **“CARROT” SPONSORS \$750**

These Sponsors receive:

- 1) Your banner displayed on our live music stage and behind education workshops the day of the event.
- 2) Prominent logo presence in published material, website and advertising
3. Free booth space and admission for one
- 4) Three free tickets to the event

### **“RADISH” SPONSORS \$500**

These Sponsors receive:

- 1) A logo presence in all published material
- 2) Logo presence in signage around the festival site
- 3) Free booth space and admission for one
- 4) Two free tickets to the event

### **“TURNIP” SPONSORS \$250**

These Sponsors receive:

- 1) A logo presence on the festival website
- 2) Logo presence at the festival
- 3) Free Booth Space and Admission for One
- 4) One additional free ticket to the event

Sponsors can choose to make their contributions with “in kind” goods and services in lieu of - or in addition to - monetary donations. A dollar value will be placed on the “in kind” contribution, and the sponsor will qualify for the appropriate level of sponsorship listed above.

## **MINNESOTA DEEP ROOTS FESTIVAL INFORMATION**

**Date:** Saturday, September 14th, 2024 (rain or shine)

**Time:** Local food and farm tours 12-2:45, Festival on location 3pm-7pm.

**Admission:** \$15 for non-SFA members and \$10 for members in advance, \$20 for non-SFA members and \$15 for members day-of

**Location:** 29355 130th St. Frazee, MN 56544

**Festival Coordinator:** Kelsey Wulf, 218-839-7922,  
[kelseywulf@gmail.com](mailto:kelseywulf@gmail.com)

**Website:** [www.deep-roots-festival.com](http://www.deep-roots-festival.com)

### **Deep Roots Sponsorships are open to businesses and other underwriters who meet the following criteria:**

- 1) Sponsor is a Minnesota based and operated business or organization, or has a branch or division that is based in Minnesota. (Private individual sponsors will be Minnesota residents.)
- 2) Sponsor's business practices and/or mission are in alignment with the mission of Sustainable Farming Association. Areas of emphasis include healthy local food production and distribution, environmental sustainability, support of local family farms, revitalization of rural communities, and land stewardship.

Please rely on your tax advisor for the deductibility of your sponsorship. Thank you for your support!

# SPONSORSHIP AGREEMENT

Sustainable Farming Association of Minnesota, Lake Agassiz Chapter enters into a sponsorship agreement with:

Organization or Individual:

\_\_\_\_\_  
Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*(We will use this email to send an electronic copy of the Deep Roots Fest official logo emblem)*

Amount of Sponsorship: Category: \_\_\_\_\_  
*(See categories above)*

If you are providing in-kind sponsorship, please list the services and/or materials to be donated along with their cash value:

\_\_\_\_\_  
\_\_\_\_\_

TOTAL VALUE: \_\_\_\_\_

Please print below exactly how Sponsor's name should appear in published materials, attach a scannable logo, and/or email an electronic version of the logo to [kelseywulf@gmail.com](mailto:kelseywulf@gmail.com):

\_\_\_\_\_  
Authorized signature for Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

Do you want a booth (Yes or No)? \_\_\_\_\_  
*(If yes, we will contact you about what you need)*

We prefer payment online which you can do at our [SFA Sponsor page located here](#).

If you prefer to send a check, please make it out to SFA, note in the memo line "Deep Roots Sponsorship".

Include your check along with your sponsorship application and mail it to:

Kelsey Wulf  
30607 Phelps Mill Rd  
Underwood, MN 56586