

# SPONSORSHIP OPPORTUNITIES

2023 - 2024



# SPONSORSHIP OF FARE IDAHO

FARE Idaho welcomes you as a partner in connecting, aligning and promoting the shared interests of Idaho's independent restaurants, family farms, and food and beverage businesses. As the nation's first nonprofit trade association uniquely structured around local food systems, our goal is to advance independent businesses and producers, bolster their success and improve the conditions of those who work in all our industries.

Since its inception, FARE Idaho has filled the void of advocacy sharply felt by our region's independents and which historically has only been enjoyed by large organizations. Through FARE Idaho, our members now have a collective voice by which they can stand strong - a refreshing, united one that provides advocacy, education, and relationship-building opportunities.

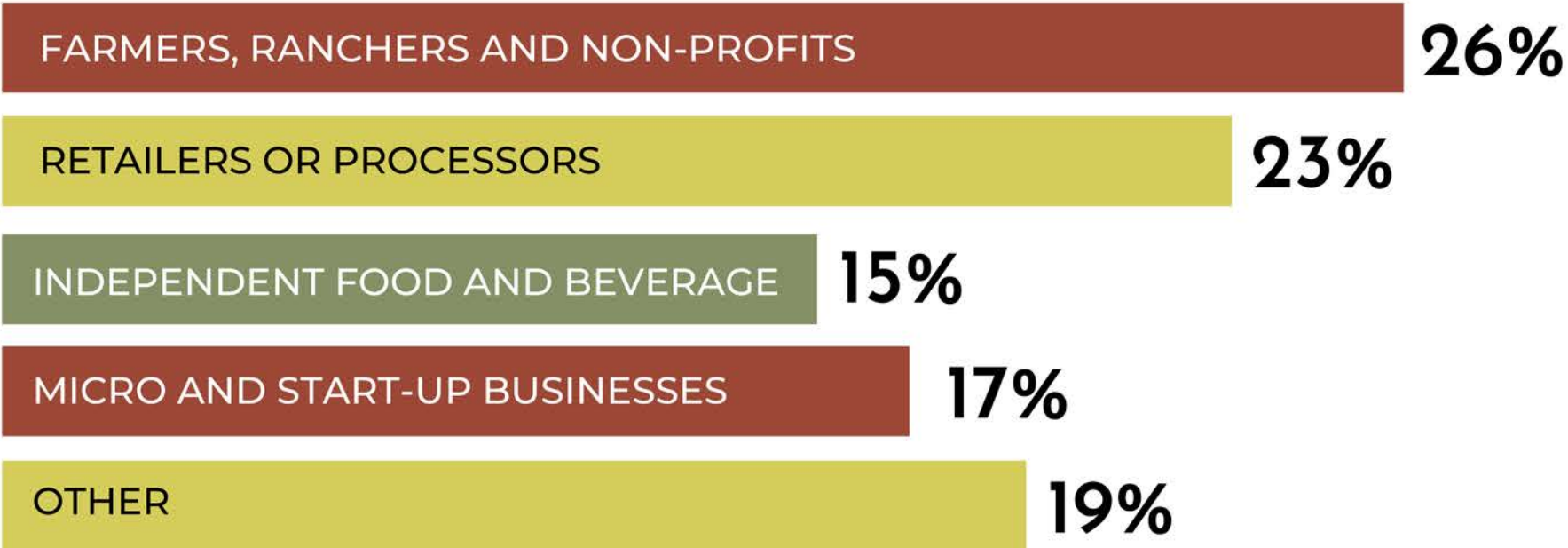
Sponsor involvement in FARE Idaho is more than just an exposure opportunity; it is your chance to powerfully affect long-lasting, positive change for food industry independents. With this in mind, we pride ourselves on building customizable packages to fit your needs and goals.



# WHO SEES OUR SPONSORS

## FARE Idaho Membership

FARE Idaho has seen a 17% increase in membership between 2022-23.

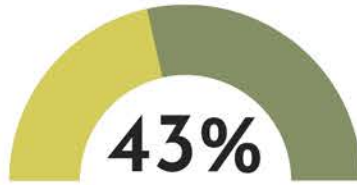


## Newsletter & Website

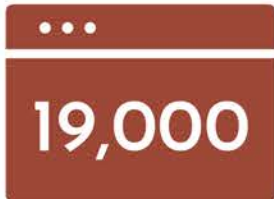
Digital content reaching our voting members, nonvoting members and beyond.



Newsletter subscribers



90-day average open rate



website visits during the past year

54k views



Our YouTube channel has had over 54,270 views of our original content, including over 16K views of our “The Art of Butchery” series hosted in partnership with the University of Idaho.

Topics cover a variety of timely, industry-related topics.

## Are you social?

So are we, and we’d love to be seen with you!



## Field to Fork Festival

Our first-ever Field to Fork Festival took place on January 19, 2023, exceeding expectations and underscoring the desire for a strong, collective voice for our independents.

Sponsorship of the 2024 event will be offered in the fall of 2023.



# SPONSORSHIP LEVELS

In business, rarely does one size fit all, and the same goes for sponsorship. Let's discover what works for you and right-size the fit. The levels listed here are the springboards for discussion.



## PLANTER - \$1,000

- Organization name and website link on our webpage
- Thank you spotlight on social media (LinkedIn, Instagram, and Facebook)
- Weekly listing as a sponsor in our newsletter (or other)



## GROWER - \$2,000

- PLANTER deliverables, plus:
- Featured thank you in weekly newsletter (or other)



## HARVESTER - \$3,000

- GROWER deliverables, plus:
- Sponsored Roundtable (or other)



## BARN BUILDER - \$5,000

- HARVESTER deliverables, plus:
- Premier recognition on annual membership literature (or other)

### ADDITIONAL SPONSORSHIP BENEFITS CAN INCLUDE:

- Recognition on print media when in use
- Verbal acknowledgments at roundtables or other events, as well as speaking opportunities
- Event presence such as tabling opportunities, visual placements and co-branding
- Event tickets and/or discounts to our signature Field to Fork event in January
- Creative ideas we build with you





# GET IN TOUCH

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## FARE Idaho

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