



Your sponsorship dollars → Blues for Food Festival



→ Growing → Produce → Food banks



→ Happy healthy communities

SATURDAY, SEPTEMBER 1, 2012

Blues for Food Fest • www.bluesforfoodfest.org • bluesforfoodfest@hotmail.com

Blues for Food Fest
www.bluesforfoodfest.org
bluesforfoodfest@hotmail.com



Greetings!

We are delighted to present the Sponsorship Package for the 2012 BLUES FOR FOOD FEST taking place on Saturday, September 1, 2012.

Now in its sixth year, BLUES FOR FOOD FEST celebrates blues music and those who grow fresh, organic produce to feed the hungry. We are expecting about 1,000 people to attend this unique outdoor festival at beautiful Magnuson Park Amphitheater. It is a diverse, all-ages crowd of socially and environmentally conscious individuals who are active in their communities and interested in music, gardening, food, natural products and healthy living.

Outdoor music festivals are an excellent way to reach target audiences 18-55 years of age. According to a recent study commissioned by Target Media:

“Going to a festival is the most exciting thing 44% of respondents have ever done... This makes the target audience far more open-minded, allowing sponsors and advertisers a better chance of getting their message across...This positive emotion appears to rub off on brands that associate themselves with festivals. Of the 2,000 respondents, 41% have positive feelings towards the brands that sponsor music festivals, while 40% have positive feelings towards the brands that advertise at festivals.”¹

Wouldn't it be a smart move for your organization to sponsor BLUES FOR FOOD FEST 2012 and have your name and/or brand remembered as part of a fabulous all-day event?

As a smaller festival (for now!) we can offer you a rare opportunity to generate brand loyalty through an enduring grassroots campaign approach. In addition to your onsite presence and visibility, you can be sure that visibility and links at the BLUES FOR FOOD FEST website, as well as in promotional materials and advertising (depending on your contribution) will extend the reach and impact of your sponsorship dollars far beyond the actual festival.

Your commitment and generosity ensures that a maximum amount of money is donated to our two main recipients: the P-Patch Trust and the Washington Blues Society's Musicians Relief Fund.

Please take a moment to review the sponsorship opportunities in this package. And feel free to make special requests! We would be happy to build a custom sponsorship for you.

If you have any questions, please contact:
Deb Rock at 206-234-2861 or bluesforfoodfest@hotmail.com
Additional information can be found at our website: www.bluesforfoodfest.org

Be part of something special!

¹ MarketingWeek: Music festival sponsorship, July 9, 2009, by Jo Roberts.

SIXTH ANNUAL BLUES FOR FOOD FEST • SATURDAY, SEPTEMBER 1, 2012

On Saturday, September 1, 2012, from 12 noon to 9 p.m., hundreds of people will be gathering in Magnuson Park Amphitheater in northeast Seattle for the sixth annual BLUES FOR FOOD FEST – a celebration of food, music and community.

BLUES FOR FOOD FEST is an all-day, all-ages event featuring live music by some of the finest blues bands in the Northwest, great organic food from local vendors, a fabulous auction of luscious, seasonal, homemade pies, children's gardening activities – all in our own back yard! There's free parking, too!

OUR GOAL

is to have an organic and entertaining blues alternative to Labor Day's often overpriced or hard-to-get-to events.

WE ARE ASKING FOR YOUR SUPPORT

in the form of cash, goods or services.

Your generosity will benefit a very worthwhile cause, while assuring you visibility on BLUES FOR FOOD FEST posters and other promotional materials plus mentions in all media coverage.*

**Depending on sponsorship level.*

PROCEEDS

FROM BLUES FOR FOOD FEST

go to the P-Patch Trust

(www.ppatchtrust.org)

and the Washington Blues Society's

Musicians Relief Fund

(www.wablues.org).

All donations are tax-deductible and will be made to the P-Patch Trust, a non-profit 501(c)(3) organization (federal tax identification number: 91-1091819).

WHAT WE DO

1. Share the harvest and support organic gardening and agriculture

70+ P-Patch community gardens in Seattle

More than 4,000 people of all ages garden organically on land owned by the city or purchased by the P-Patch Trust. In 2010, the P-Patches donated over 20,000 pounds of fresh produce to those in need.

Lettuce Link

This program creates access to fresh, nutritious and organic produce, seeds, and gardening information for lower-income families in Seattle. Lettuce Link also works to educate the community about food security and sustainable food production.

Community farms

A prime example is Marra Farm, a model urban community farm engaging people in sustainable agriculture and education while enhancing local food security. In 2010, the Lettuce Link Giving Garden at Marra Farm grew over 22,000 pounds of produce for donation!

Urban farming collectives

These include Alleycat Acres, an urban farming collective that aims to reconnect people with food by creating community-run farms in under-utilized urban spaces. In 2010, volunteers hauled hundreds of pounds of produce *by bicycle* to a local food bank.

Community Fruit Tree Harvest

In 2010, CFTH volunteers harvested 3,375 pounds of apples, plums and pears from Seattle fruit trees and delivered it to people with limited access to organic produce.

Guerrilla gardeners

These are the folks who take over unused public spaces and turn them into urban gardens.

Individual gardeners

In back yards and on parking strips throughout Seattle, people are growing an extra row for the hungry.

2. Support blues musicians in need

A portion of BLUES FOR FOOD FEST proceeds goes to the Washington Blues Society's Musicians Relief Fund to support musicians in need and their families, both locally and nationally.

Your sponsorship can make a difference!



MISSION AND VALUES

BLUES FOR FOOD FEST exists to raise money and awareness in support of organizations working to feed people in need, and to celebrate and promote blues music, a uniquely American art form. We endeavor to abide by our values in all our dealings. Our two key values are healthy communities and sustainability.

Healthy communities

By making land available and teaching the life skill of sustainable gardening to all, we help make it possible for anyone to grow healthy, delicious, organically raised food for their families and loved ones, thus ensuring longer, stronger, healthier and happier lives. By promoting and sustaining blues artists, we support their passion for the blues and their commitment to life, love and giving back to their communities. We hope to create a special relationship between music networks and food networks, and believe that together we can reap a flavorful harvest.

Sustainability

Sustainability rests on the principle that we must meet the needs of the present without compromising the ability of future generations to meet their own needs. BLUES FOR FOOD FEST is committed to being a "clean and green" event. We recycle, reuse and compost to the fullest extent possible. Approximately 90% of festival waste is composted to become a growing medium for the following year's crops.

VISION

The vision of BLUES FOR FOOD FEST is to shine light on the multiple contributors around Seattle who, every year, donate a combined total of more than 20 tons of organically grown produce to food banks, meals-on-wheels programs, homeless shelters and transitional housing in the city. We also strive to promote and protect American blues music and its rich history. Although the blues was born in poverty and despair, its message of life, love and hope continue to inspire us to keep on digging.

MOTTO

Good friends. Good food. Good music.

Your sponsorship can make a difference!



THE NEED

Blues for Food Fest is not another canned food drive.

We support those who grow and distribute fresh, organic produce to food bank clients and others in need.

"Fresh, organic produce is high on the list of items requested at local food banks," says Michelle Bates-Benetua of Lettuce Link.

In 2010, there were more than 7.8 million visits to food banks in Washington and more than 2.2 million visits in King County. Nearly half (49%) of all visits to food banks in King County in 2010 were by working-age adults, one-third (32%) were by children under 18 and one-fifth (20%) were by adults 55 or older.

While the 45,000 pounds of organic fruit and vegetables grown, harvested and distributed in the city last year is certainly something to be proud of, it is not nearly enough to meet the need: in 2010, food banks in the City of Seattle served 170,442 unduplicated individuals. About 80% of those clients rely on food banks as a consistent source of food, not just in emergencies.

In 2010, food banks in the City of Seattle served 170,442 unduplicated individuals. About 80% of those clients rely on food banks as a consistent source of food, not just in emergencies.

Your sponsorship can make a difference!



BLUES FOR FOOD FEST - SPONSORSHIP OPPORTUNITIES – 2012

.....

- Your banner on stage (materials provided by sponsor) **\$5,000**
- Your t-shirt worn by festival MC
- Your logo on all promotional materials and media
- Mention in all advertising and media appearances
- Your logo on festival t-shirts
- 2 tickets to Chef in the Garden (fund-raising dinner by celebrity chef, value: \$200)
- Free booth space at festival
- 8 sponsor passes – includes all-day festival admittance and meet-and-greet with musicians
- Invitation for 4 to attend Interbay P-Patch Food Bank Garden work party and dinner
- Personalized garden tour of Magnuson Park P-Patch
- Logo and link to your website in online festival program
- Your name and logo on sponsor board at festival

.....

- Your logo on festival banner on stage **\$2,500**
- Your logo on all promotional materials and media
- Mention in all advertising and media appearances
- Your logo on festival t-shirts
- Your promotional materials on our sponsor table at the festival
- 6 sponsor passes – includes all-day festival admittance and meet-and-greet with musicians
- Invitation for 4 to attend Interbay P-Patch Food Bank Garden work party and dinner
- Personalized garden tour of Magnuson Park P-Patch
- Logo and link to your website in online festival program
- Your name and logo on sponsor board at festival

.....

- Your promotional materials on our sponsor table at the festival **\$1,000**
- 4 sponsor passes for all-day festival admittance
- Complimentary meals for 4 and a homemade pie at the festival
- BLUES FOR FOOD FEST gift basket, including 4 t-shirts, tote bag and 2 music CDs
- Invitation for 4 to attend Interbay P-Patch Food Bank Garden work party and dinner
- Personalized garden tour of Magnuson Park P-Patch
- Logo and link to your website in online festival program
- Your name and logo on sponsor board at festival

.....

- Your promotional materials on our sponsor table at the festival **\$500**
- 2 sponsor passes for all-day festival admittance
- One delicious homemade pie
- Invitation for 2 to attend Interbay P-Patch Food Bank Garden work party and dinner
- Personalized garden tour of Magnuson Park P-Patch
- Logo and link to your website in online festival program
- Your name and logo on sponsor board at festival

.....