



ROOTS SPONSORSHIP

#RootsInnovate2017

September 25 – 26, 2017

#RootsInnovate2017

Food is a universal language that people from around the world use in which to communicate, educate and enrich themselves and those around them. It has the ability to empower us and bring us closer together by forging a mutual understanding. It can be used as a tool to advance our society and strengthen who we are as cooks and as people in a way nothing else can.

Every day something new and different is being introduced in the culinary world. It could be a new method, an inspiring new idea or cutting edge technology. This innovation can help us to solve problems, raise awareness and nourish those who need it most.

Culinary innovation has the ability to excite and inspire us and this is the reason why the theme for our 5th annual conference is Roots: Innovate 2017. This year we are bringing together the most groundbreaking chefs, farmers, thought leaders, activists and food scientist to engage in dynamic discussions on culinary innovation.

Sponsorship Contact
ericas@chefs-garden.com
Tel: 419-433-4947
Fax: 419-433-2403



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Conference Overview

- This year's conference theme is INNOVATE and is centered on exploring creative and ingenious ways people are thinking out-of-the-box to solve problems, invigorate their cooking, and ensure that the food world of tomorrow is more vibrant, promising and filled with hope and possibility than ever before.
- It is a unique event that gathers culinary leaders from all corners of the globe.
- There is a shared passion, commitment and motivation to improve our debilitated food system.
- The topics are relevant and will spark conversations across all media channels and will have a huge global impact.

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Reason to Sponsor

- The two (2) day event will attract over 250 chefs, food and beverage managers, farmers, academics, food scientist, media and other members of the culinary industry from around the world.
- Opportunity to get your brand in front of journalists who are in attendance to curate stories and pitch to numerous publications.
- Take advantage of pre and post event marketing of event and it's sponsors.
- Include your brand in a huge social media outreach that expands over Facebook, Instagram and Twitter to reach countless followers engaged in the conversation.
- Allow your product and brand to be featured and integrated naturally within the course of the event.

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Promotional Outreach

The Chef's Garden

- 30,000 Facebook base
- 12,000 Twitter base
- 4,000 Email base

Farmer Lee Jones

- 7,000 Facebook base
- 2,000 Twitter base
- 14,000 Instagram base

The Culinary Vegetable Institute

- 17,000 Facebook base
- 2,000 Twitter base
- 8,000 Instagram base
- 3,000 Email base

2016 Roots Promotional Reach

Based on presenter, moderator, sponsor and TCG reach combined

- 8.82M Facebook base
- 2.17M Twitter base
- 516K Instagram base

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Demographics

- Chefs
- Farmers
- Food & Beverage Managers
- Culinary Academics
- Food Scientists
- Journalists
- Research and Development Experts

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Sponsorship Options

Are you ready to take action and connect with luminaries around the globe who are coming together to improve our food system? A number of sponsorship and vendor opportunities are available.

Red Bowtie	\$50,000
Silver Bowtie	\$25,000
Bronze Bowtie	\$15,000
Green Bowtie	\$10,000
Orange Bowtie	\$5,000
Purple Bowtie	\$2,500
Yellow Bowtie	\$1,000
Blue Bowtie	\$500

Customized and In-Kind sponsorships also available.

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\$50,000
2 Available

Red Bowtie Sponsor Package

Official Dinner or Cocktail Hour Sponsor

- Product integration into featured meal
- Product and logo integration into menu card.
- Opportunity to give a short presentation about your business.
- Access to a list of attendees (based on permission).
- Event signage.
- Social media mentions.
- Inclusion in press releases.
- Full page color advertisement in conference program.
- On stage recognition by Farmer Lee Jones.
- Sponsorship recognition in conference materials and on website.
- Ten (10) Complimentary passes to the conference (\$3,950 value)
- Logo printed on conference materials and on conference website.
- Inclusion of (your own) item or collateral in gift bag (350).

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\$25,000
4 Available

Silver Bowtie Sponsor Package

Official Breakfast or Lunch Sponsor

- Product integration into featured meal
- Product and logo integration into menu card.
- Opportunity to give a short presentation about your business.
- Access to a list of attendees (based on permission).
- Event signage.
- Social media mentions.
- Inclusion in press releases.
- Full page color advertisement in conference program.
- On stage recognition by Farmer Lee Jones.
- Sponsorship recognition in conference materials and on website.
- Eight(8) Complimentary passes to the conference (\$3,160 value)
- Logo printed on conference materials and on conference website.
- Inclusion of (your own) item or collateral in gift bag (350).

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\$15,000
3 Available

Bronze Bowtie Sponsor Package

Official Tent Sponsor

- Event signage.
- Social media mentions.
- Inclusion in press releases.
- Half page color advertisement in conference program.
- On stage recognition by Farmer Lee Jones.
- Sponsorship recognition in conference materials and on website.
- Six (6) Complimentary passes to the conference (\$2,370 value)
- Logo printed on conference materials and on conference website.
- Inclusion of (your own) item or collateral in gift bag (350).

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\$10,000
Multiple

Green Bowtie Sponsor Package

Official Presentation Sponsor

- Social media mentions.
- Inclusion in press releases.
- Quarter page color advertisement in conference program.
- On stage recognition by Farmer Lee Jones.
- Sponsorship recognition in conference materials and on website.
- Four (4) Complimentary passes to the conference (\$1,580 value)
- Logo printed on conference materials and on conference website.
- Inclusion of (your own) item or collateral in gift bag (350).

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Multiple
Available

Additional Sponsor Packages

Orange Bowtie Sponsor Package | \$5,000

- Sponsorship recognition in conference materials and on website.
- Two (2) Complimentary passes to the conference (\$790 value)
- Logo printed on conference materials and on conference website.
- Inclusion of (your own) item or collateral in gift bag (350).

Purple Bowtie Sponsorship Package | \$2,500

- Sponsorship recognition in conference materials and on website.
- One (1) Complimentary passes to the conference (\$395 value)
- Logo printed on conference materials and on conference website.
- Inclusion of (your own) item or collateral in gift bag (350).

Yellow Bowtie Sponsorship Package | \$1,000

- Logo printed on conference materials and on conference website.
- Inclusion of (your own) item or collateral in gift bag (350).

Blue Bowtie Sponsorship Package | \$500

- Inclusion of (your own) item or collateral in gift bag (350).

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In-Kind Sponsorship

A company may elect to become a sponsor through a combination of cash and product-in-kind donations.

- Water
- Wine
- Beer
- Meal Ingredients
- Reusable, Recyclable, or Compostable Tableware

Sponsoring companies are requested to provide documentation of product and its cash value along with any cash balance remaining to fulfill the level of sponsorship desired. Recognition will be based on dollar value the combination of cash and product in-kind donation.

Please contact The Chef's Garden to discuss your product-in-kind sponsorship offer prior to submitting paperwork.

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Custom Sponsorship Packages

There are a number of additional ways in which to sponsor.

- T-Shirt
- Lanyards
- Internet
- Audio-Visual
- Media
- Travel
- Accommodations

Contact us to build a custom sponsorship package specifically designed around your company and goals.

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Sponsorship Benefit Overview

Sponsorship Level Benefits	BOWTIE SPONSORS							
	RED <i>Dinner/Cocktail</i>	SILVER <i>Lunch/Breakfast</i>	BRONZE <i>Tent</i>	GREEN <i>Presentation</i>	ORANGE	PURPLE	YELLOW	BLUE
Product Integration into a featured meal.	X	X						
Product and logo integration into menu card.	X	X						
Opportunity to give a short presentation on your business.	X	X						
Access to a list of attendees (based on permission)	X	X						
Event signage.	X	X	X					
Social media mentions.	10	8	6	4				
Inclusion in press releases	4	3	2	2				
Advertisement opportunity in conference program (full color)	Full	Full	Half	Quarter				
On stage recognition by Farmer Lee Jones.	X	X	X	X				
Sponsorship recognition in conference materials and on website.	X	X	X	X	X	X		
Complimentary passes to the conference.	10	8	6	4	2	1		
Logo printed on conference materials and on conference website.	X	X	X	X	X	X	X	
Inclusion of (your own) item or collateral in gift bags.	X	X	X	X	X	X	X	X
	\$50,000 2 Available	\$25,000 4 Available	\$15,000 3 Available	\$10,000 Multiple	\$5,000 Multiple	\$2,500 Multiple	\$1,000 Multiple	\$500 Multiple

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Ready to Participate?

Deadline July 1, 2017

Make sure to secure your spot early to maximize your marketing potential.

Next Steps

- Contact The Chef's Garden to confirm availability of sponsorship package desired.
- Complete the sponsorship form at the end of this booklet.
- Submit payment* to The Chef's Garden in the form of check or credit card.
- A member of our Marketing Team will reach out to you!

** Sponsorship and donations to The Chef's Garden, Inc. for the Roots Conference are not tax deductible.*

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Contact Us

The Chef's Garden

9009 Huron-Avery Road
Huron, OH 44839

Tel: 419-433-4947
Fax: 419-433-2403

Sponsorship Opportunities - Marketing Team

Erica Sanicky

Email: ericas@chefs-garden.com

Tel: 419-433-4947 ext. 103

Fax: 419-433-2403

Payment - Accounting Team

Lindsey Hoke

Email: lindseyh@chefs-garden.com

Tel: 419-433-4947 ext. 158

Fax: 419-433-2403

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ROOTS 2017 SPONSORSHIP & PARTICIPATION COMMITMENT FORM

SPONSOR DETAILS (Please submit as should appear in sponsorship listings)

COMPANY NAME

Address _____

City / State _____

MARKETING Information

Contact Name _____

Email _____

Phone / Fax _____

Web Address _____

SOCIAL MEDIA Informa: *Please list all ID's and Handles below as should be used for social posting purposes.*

Facebook _____

Twitter _____

Instagram _____

ACCOUNTING Information

Contact Name _____

Email _____

Phone / Fax _____

SPONSORSHIP & PARTICIPATION SELECTION

CASH SPONSORSHIP

\$50,000 _____ Red Bowtie Sponsor
\$25,000 _____ Silver Bowtie Sponsor
\$15,000 _____ Bronze Bowtie Sponsor
\$10,000 _____ Green Bowtie Sponsor
\$5,000 _____ Orange Bowtie Sponsor
\$2,500 _____ Purple Bowtie Sponsor
\$1,000 _____ Yellow Bowtie Sponsor
\$500 _____ Blue Bowtie Sponsor
_____ Custom Sponsorship *(upon TCG approval)*

PRODUCT IN-KIND

Item(s): _____
Item(s): _____
Item(s): _____
Item(s): _____
Item(s): _____

Provide separate documentation.

Authorized by:

Signature _____ Date _____

Print Name / Title _____

NOTE: Before sending in your completed form, contact us to ensure your desired level is available.

SPONSORSHIP & PARTICIPATION TOTALS

Cash Subtotal: \$ _____
(Less Product-In-Kind if applicable): \$ _____
GRAND TOTAL DUE: \$ _____

Please make checks payable to The Chef's Garden, Inc. Please write "Roots 2017 Sponsor" in the memo section.

Please print and remit this form and your check or credit card authorization (below) to:

The Chef's Garden, Inc., Erica Sanicky, c/o Marketing, 9009 Huron-Avery Road, Huron, OH 44839

You may also email your completed registration form with credit card authorization to ericas@chefs-garden.com

CREDIT CARD AUTHORIZATION

Name on Card _____ Expiration/CVV Code _____

Visa MC AMEX Discover _____ / _____

Billing Address: _____

*I authorize The Chef's Garden, Inc. affiliate The Culinary Vegetable Institute,
to charge my credit card for the grand total amount noted above.*

Authorized Signature: _____

Please send receipt by: Email _____ or Mail _____



The Chef's Garden, Inc.

9009 Huron-Avery Road, Huron, OH 44839

800.289.4644 | www.chefs-garden.com

Sponsorship Contact: Erica Sanicky | ericas@chefs-garden.com

