



ROOTS PARTNERSHIP

#Roots2023
September 10-12th, 2023

#Roots2023

At the Roots Conference, culinary leaders from around the world will gather together to foster the growth of what truly matters. Chefs, farmers, academics, food scientists, journalists, research and development experts, and consumers will push their unique and collective endeavors further to the forefront.

This year's theme is **REGENERATE**.

In 2020, the pandemic effectively shut down our industry. In its wake we lost restaurants, businesses, colleagues, friends, and family. As we come out of what was undoubtedly a brutal time for all of us in its own way, we look to the future and how we can gather together to support each other's regenerative processes. Regeneration brings vitality and renewed growth into our communities and our ecosystems.

At this year's conference, we will discuss the regenerative process of the food we cultivate as it is grown and prepared, how we cultivate the teams that support us, how we cultivate the direction and impact of the industry we love, and so much more.

Regenerate. Let's work together to restore this industry we love to make it even better than it was before.

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023

September 10-12th, 2023

Conference Overview

- This year's conference theme is REGENERATE 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.

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023

September 10-12th, 2023

Reasons to Partner

- The two (2) day event will attract over 200 chefs, culinary innovators, food & beverage managers, academics, food scientists, nutritionists, research and development experts, sustainability experts 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, Twitter, TikTok, and YouTube 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.

Partnership Contact
ericas@chefs-garden.com
Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023
September 10-12th, 2023

Promotional Outreach

Include your brand in a huge social media outreach that expands over multiple social channels to reach countless followers engaged in the conversation.

The Chef's Garden + Farmer Lee Jones

- 181K Total Reach
- 66K Instagram
- 48K Facebook
- 25K Twitter
- 38K LinkedIn
- 2.7K YouTube
- 8.5K Email base

The Culinary Vegetable Institute

- 47K Total Reach
- 21K Instagram
- 22K Facebook
- 3.8K Twitter base
- 5K Email base

Farmer Jones Farm

- 10K Total Reach
- 4.1K Instagram
- 5.8K Facebook
- 19.5K Email base

2018 Roots Promotional Reach

- 900K Total Reach
- 59K Instagram
- 74K Facebook
- 740K Twitter

These numbers do not include the reach of presenters and sponsors during the event.

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023
September 10-12th, 2023

Demographics

- Chefs and Culinary Innovators
- Food & Beverage Managers
- Culinary Academics
- Food Scientists
- Nutritionists
- Research and Development Experts
- Sustainability Experts
- Journalists

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023

September 10-12th, 2023

Partnership Opportunities

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 partnership 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 partnerships also available.

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023
September 10-12th, 2023

\$50,000

Red Bowtie Partner Package

- Product integration into featured meal
- Product and logo integration into menu card.
- Opportunity to be a part of our Networking breaks.
- 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).

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023

September 10-12th, 2023

\$25,000

Silver Bowtie Partner Package

- Product integration into featured meal
- Product and logo integration into menu card.
- Opportunity to be a part of our Networking breaks.
- 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 (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).

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023

September 10-12th, 2023

\$15,000

Bronze Bowtie Partner Package

- Opportunity to be a part of our Networking breaks.
- Access to a list of attendees (based on permission).
- 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).

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023

September 10-12th, 2023

\$10,000

Green Bowtie Partner Package

- 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).

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023

September 10-12th, 2023

Multiple
Available

Additional Partner Packages

Orange Bowtie Partner Package | \$5,000

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

Purple Bowtie Partner Package | \$2,500

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

Yellow Bowtie Partner 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 Partner Package | \$500

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

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023

September 10-12th, 2023

Custom Partner Opportunities

There are many additional ways in which to partner.

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

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

Partnership Contact
ericas@chefs-garden.com
Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023
September 10-12th, 2023

In-Kind Partnership

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

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

Partnering 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 partner offer prior to submitting paperwork.

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023
September 10-12th, 2023

Partner Benefit Overview

Partnership Level	RED	SILVER	BRONZE	GREEN	ORANGE	PURPLE	YELLOW	BLUE
Benefits	<i>Dinner/Cocktail</i>	<i>Lunch/Breakfast</i>	<i>Tent</i>	<i>Presentation</i>				
Product Integration into a featured meal.	X	X						
Product and logo integration into menu card.	X	X						
Opportunity to be a part of our Networking breaks	X	X	X					
Access to a list of attendees (based on permission)	X	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				
Partnership 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	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500

Partnership Contact
 ericas@chefs-garden.com
 Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023
 September 10-12th, 2023

Past Sponsors



Partnership Contact
ericas@chefs-garden.com
Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023
September 10-12th, 2023

Ready to Partner with us?

Deadline July 1, 2023

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.*

Partnership Contact
ericas@chefs-garden.com
Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023
September 10-12th, 2023

Contact Us

The Chef's Garden

9009 Huron-Avery Road

Huron, OH 44839

Email: info@chefs-garden.com

Tel: 419.433.4947

Fax: 419.433.2403

Partnership Opportunities - Marketing Team

Erica Sanicky

Email: ericas@chefs-garden.com

Tel: 419.433.4947 ext. 103

Fax: 419.433.2403

Payment - Accounting Team

Kathy Frederick

Email: ap@chefs-garden.com

Tel: 419.433.4947 ext. 160

Fax: 419.433.2403

Partnership Contact

ericas@chefs-garden.com

Tel: 419.433.4947



ROOTS PARTNERSHIP

#Roots2023

September 10-12th, 2023

ROOTS 2023 SPONSORSHIP & PARTICIPATION COMMITMENT FORM

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

COMPANY NAME

Address _____

City / State / Zip _____

MARKETING Information

Contact Name _____

Email _____

Phone / Fax _____

Web Address _____

SOCIAL MEDIA Information

Please list all ID's and Handles below as should be used for social posting purposes.

Instagram _____

Facebook _____

Twitter _____

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 2023 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

Card Number _____

Expiration/CVV Code _____

Name on Card _____

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

