



# ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

# #RootsCultivate2018

By definition, to cultivate means to prepare and use land for crops and gardening – and it also means to acquire or develop a quality, sentiment or skill.

From its inception, the primary goal of Roots has been to cultivate positive change by building a platform, a vital place that people can turn to for solutions in the culinary industry.

And for that reason, our 2018 theme for Roots is cultivate. At the conference, culinary leaders from around the world will gather together to cultivate 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 as we discuss the food we cultivate as it is grown and prepared, how we cultivate all the teams that support us, how we cultivate the direction and impact of the industry we love and so much more. Cultivate. Let's cultivate together.

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



## ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

# Conference Overview

- This year's conference theme is CULTIVATE 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.

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



ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

# 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.

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



## ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018



# Promotional Outreach

## The Chef's Garden

- 111K Total Reach
- 20K Instagram
- 40K Facebook
- 23K Twitter
- 27K LinkedIn
- 4K Email base

## The Culinary Vegetable Institute

- 51K Total Reach
- 12K Instagram
- 19K Facebook
- 3K Twitter base
- 3K Email base

## 2017 Roots Promotional Reach

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

- 872K Total Reach
- 74K Facebook
- 740K Twitter
- 58K Instagram

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



# ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

# Demographics

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

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



## ROOTS SPONSORSHIP

#RootsCultivate2018  
September 24 – 25, 2018

# Networking Opportunity

This year's theme is Cultivate. And what's more important than cultivating relationships with like-minded people? To facilitate this cultivation of minds we are offering sponsors a unique networking opportunity.

It has always been our goal to organically integrate our sponsors into the Roots Conference. In keeping with this goal, but expanding the opportunity for sponsors to network, we are creating a designated area within the conference grounds in which sponsors will be able to present their brand and cultivate relationships.

Attendees will be offered extended break times in order to visit with sponsors and network.

**As a networking sponsor you will be asked to:**

- Present your brand in a fun, casual way.
- Provide a small food and/or beverage item for attendees to snack on during their break.

**As a networking sponsor you will be given:**

- Direct access to attendees
- A 6 foot, black skirted table.
- Electricity, upon request.

Additional details will be given closer to the date in regards to set up and tear down.  
This opportunity has been integrated into the Red, Silver and Bronze sponsorship packages.

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



## ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

# 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.

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



## ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018



\$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 be a part of our Networking breaks (see page 7).
- 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)
- Log printed on conference materials and on conference website.
- Inclusion of (your own) item or collateral in gift bag (350).

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



## ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

\$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 be a part of our Networking breaks (see page 7).
- 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)
- Log printed on conference materials and on conference website.
- Inclusion of (your own) item or collateral in gift bag (350).

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



# ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

\$15,000  
3 Available

# Bronze Bowtie Sponsor Package

## Official Tent Sponsor

- Opportunity to be a part of our Networking breaks (see page 7).
- 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)
- Log printed on conference materials and on conference website.
- Inclusion of (your own) item or collateral in gift bag (350).

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



# ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

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

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



# ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

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)
- Log 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)
- Log 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

- Log 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).

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



# ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

# In-Kind Sponsorship

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

- Water
- 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.

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



## ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018



# 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.

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



## ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

# 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 be a part of our Networking breaks (see page 7)	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				
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

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



## ROOTS SPONSORSHIP

#RootsCultivate2018  
 September 24 – 25, 2018

# Past Sponsors



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



## ROOTS SPONSORSHIP

#RootsCultivate2018  
September 24 – 25, 2018

# Ready to Participate?

Deadline July 1, 2018

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.*

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



# ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018

# 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](mailto:ericas@chefs-garden.com)

Tel: 419-433-4947 ext. 103

Fax: 419-433-2403

## **Payment - Accounting Team**

Lindsey Hoke

Email: [lindseyh@chefs-garden.com](mailto:lindseyh@chefs-garden.com)

Tel: 419-433-4947 ext. 158

Fax: 419-433-2403

Sponsorship Contact  
[ericas@chefs-garden.com](mailto:ericas@chefs-garden.com)  
Tel: 419-433-4947  
Fax: 419-433-2403



# ROOTS SPONSORSHIP

#RootsCultivate2018

September 24 – 25, 2018