



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



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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.

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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

- 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

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Demographics

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

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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.

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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 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)
- 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 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)
- 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

- 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)
- 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
- 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 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

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Past Sponsors



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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.*

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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 2018 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 Inform: *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 2018 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

