

# OPPORTUNITIES *for* ENGAGEMENT



**FAIRSHARE**  
CSA COALITION

## FAIRSHARE'S NETWORK INCLUDES

**11,000**  
active email  
subscribers

**40,000+**  
individuals/families  
who are CSA members

**40**  
coalition  
farms

**65,000**  
unique website visitors

**7,200+**  
social media followers

## CSA MEMBERS ARE:

- Mostly female, ages 35+
- Concerned with the health of their family
- Committed to sustainability and the environment
- Invested in the local economy and are willing to pay more for local products
- Engaged consumers who research the options, and have a passion for values

**YOUR SPONSORSHIP IS A DIRECT INVESTMENT IN YOUR LOCAL COMMUNITY**

**SUPPORTING ORGANIC, SMALL, FAMILY FARMS**

**PROVIDING FRESH, HEALTHY, LOCAL FOOD TO FAMILIES IN NEED**

**PROMOTING HEALTHY PEOPLE, COMMUNITIES & ECONOMIES**





# SUSTAINING PARTNER



**RECEIVE PREMIER RECOGNITION AS A FAIRSHARE SUSTAINING PARTNER, BY CONTRIBUTING A TOTAL OF \$7,500 OR MORE IN 2021.**

Select the activities and events you would like to sponsor on the following pages. Confirm that your support reaches a combined total of \$7,500\*, or more.

**RECEIVE THE FOLLOWING RECOGNITION, IN ADDITION TO THE BENEFITS YOU RECEIVE FOR EACH SPECIFIC EVENT OR ENGAGEMENT SPONSORSHIP:**

- 1.** Year-long, prominent inclusion as a Sustaining Partner on FairShare's website. Your support will be recognized on the homepage of the website on an ongoing basis.
- 2.** Recognized in all of FairShare's e-newsletters and spotlight feature in a specific e-news edition.
- 3.** Premier recognition for specific sponsored events, and customized event presence.

\*In-Kind contributions can be counted towards a portion of total sponsorship amount.

# CSA PROMOTIONAL CAMPAIGN

2020 saw a massive increase in public interest in CSA, as the pandemic raised awareness of local food as clean, nutritious and reliable. Early indicators show strong continuing interest from new and returning consumers looking to eat healthy and get connected with a CSA in 2021.

FairShare is a go-to resource for people interested in learning more about CSAs across the Midwest, with over 31,000 annual visitors using our customized Farm Search tool to find a farm.

FairShare drives public interest in CSA through concerted digital media campaigns, educational events, and resource sharing from January through May.

## 29th ANNUAL FIND YOUR FARM EVENT (FYF):

Free, public event where consumers meet their local farmers, learn about CSA and local eating, find pick-up locations, hear about farm and local food events and choose a CSA share. **Held virtually on February 17 from 4-6pm.**

## REGIONAL CAMPAIGN:

A multi-media campaign promoting CSA, running January - June, 2021.

## CSA WEEK:

The most targeted promotion period of our regional campaign (Feb. 21 - 28). CSA Week will drive sign-ups with back-to-back, daily engagement opportunities.

## featuring

- Social media & radio PSAs (100,000+ reach)
- Featured web presence during peak CSA sign-up season (53,000+ page views)
- Highlighted in FairShare e-news editions throughout the Find Your Farm campaign (11,000+ reach)

**PREMIER**  
\$5,000

**GOLD**  
\$2,500

**SILVER**  
\$1,000

**BRONZE**  
\$500

**SUPPORTER**  
\$250

Website Recognition	Premier logo on event page, home page, and farm search	Large logo on event page, and home page	Medium logo on event page	Small logo on event page	Name on event page
Logo at FYF Virtual Event	Premier	Large	Medium	Small	Name
E-news Features	Premier	Large	Medium	Small	
Social Media Promotions	5 posts	3 posts	2 posts	1 post	
FYF Event Presence	Breakout Room Sponsor	Breakout Room Sponsor			
Regional Campaign	Campaign sponsor, feature on "About CSA" page	X			
CSA Week	20 min custom livestream on FairShare IG/FB				



# routes <sup>TO</sup> roots

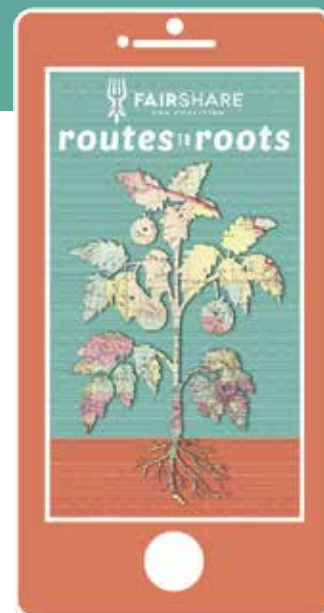
Routes to Roots is a unique, sustained engagement opportunity that connects participants with their local food landscape from June - December 2021.

The backbone of Routes to Roots is our custom tour app. The app allows participants to explore Wisconsin by bike, car, or foot. Routes vary in length and difficulty, but all will feature FairShare farms, sponsors and key community partners along the way.

In-app written and visual guides, along with audio and video commentary, allow participants to learn from their local farmers as they arrive at each stop, and hear engaging and custom content about the local landscape from community partners, including you!

Registration opens in mid-June, with new route releases, and engagement activities happening regularly June-September. The summer-long event culminates in a live, virtual celebration in September. Participants will have access to the app and all the tours until the end of the year (December 2021).

There is no better way to support FairShare, as we work to connect farmers and eaters and ensure fresh food access for our neighbors.



## featuring

- Opportunity for recognition on walking, biking & driving tours
- In-app features: from individual sponsor pages at the beginning of all tours, to location-triggered audio commentary throughout walks and rides.
- Highly engaged user group
- Unique custom engagement opportunities: fundraising initiatives, interactive games (such as scavenger hunts), and more.

**PREMIER**  
\$10,000

**PLATINUM**  
\$5,000

**GOLD**  
\$2,500

**SILVER**  
\$1,250

**BRONZE**  
\$625

Business Info in Rider Bags	X	X	X	X	X
Print Event Recognition	X	X	X	X	X
Logo on website	Premier	Large	Medium	Small	Name
Social Media Mentions	5	4	3	2	1
In-app Features	sponsor page + 30 sec audio on all tours	sponsor page + 15 sec audio on all tours	logo + 15 sec audio on 4 routes	logo + 15 sec audio on 2 routes	logo
Complimentary Registrations	10	5	3	1	
Discounted Registrations	Unlimited	30	15	5	
Sponsor a Partner Shares Participant	10	5	3	1	
Featured During Customized Rider Engagement Opportunity	2	1			
Business Featured on a Route	X				

# PARTNER *in* EQUITY

FairShare envisions a future where CSA is the backbone of a strong local food system, and where everyone has access to fresh, healthy, and locally produced food. In order to achieve this future, we must first look to dismantle the systems of injustice that have deep roots in our agricultural history.

In November 2020, FairShare released our equity statement. We have included a list of commitments (listed to the right) and action items that will act as a framework for how we center equity in our work, culture, and partnerships.

Support from a Partner in Equity will directly support FairShare's staff, Board & farmer racial equity training as well as the Partner Shares food access program. The Partner Shares program contributes 25-75% of assistance towards the cost of a CSA share for limited income households. In 2020, the program provided assistance to over 300 households, and 1,000 individuals.

## FAIRSHARE WILL:

1. Examine our work through the lenses of race, class, ethnicity, language, gender, age and ability, so that we can be conscious of who benefits from our work and who does not.
2. Prioritize focus on and engagement with Black, Indigenous and people of color (BIPOC) farmers and consumers to ensure expanded relevance and accessibility of FairShare programming.
3. Learn about, support, and follow the lead of BIPOC-led organizations, with a focus on those organizations that work in agriculture, food security, labor and health care.

## PARTNER - \$3,500

Year-long promotion with the Partner Shares program

Digital spotlights: Social Media (5), Website (PSP page), Newsletter (5)

E-Newsletter edition focused specifically on FairShare's work in equity, with built-in feature on your business and why you support this work both at FS and within your own organization

