

OPPORTUNITIES *for* ENGAGEMENT



FAIRSHARE
CSA COALITION



FAIRSHARE'S NETWORK INCLUDES

40,000+ individuals/families
who are CSA members

9,250+ active email subscribers

46,000 unique website visitors

8,000+ social media followers

77 farms

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 COMMUNITY



**SUPPORTING SUSTAINABLE SMALL-SCALE 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 2023.

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 monthly e-newsletters and spotlight feature in a specific e-news edition.
- 3.** Featured recognition in the CSA Farm Guide, inserted in the Isthmus (circulation 35,000)

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



2023 CSA PROMOTIONAL CAMPAIGN

FEBRUARY - JUNE, 2023

There continues to be strong consumer interest in connecting with local small-scale farmers. Folks are eager to access fresh, locally grown and nutritious produce that has been grown with care and intention by a farmer in their area.

FairShare is a go-to resource for people interested in learning more about Community Supported Agriculture across the Midwest, with 16,000+ annual visitors using our customized Farm Search tool to learn about CSA, find a farm, and connect with a community that is passionate about sustainable, small-scale farming.

We will drive public interest in CSA, local and sustainable agriculture through a multi-media promotional campaign running February - June of 2023, and hope to include you in the fun!



2023 CSA Farm Guide

This beautiful, full-color, 16 page publication reaches a circulation of 35,000+ through the Isthmus, a Madison-wide publication, and is a perfect way to highlight your services to a diverse demographic. The CSA Farm Guide will be published in early March 2023.

MIDWEST CAMPAIGN:

A multi-media campaign promoting CSA across the FairShare network, running February - June 2023. All promotions that include your business will be targeted to the geographic reach of your work.

CSA WEEK:

The most targeted promotion period of our regional campaign (Feb. 20 - 26). CSA Week will drive strong consumer participation 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)
- Printed CSA Farm Guide Isthmus insert reaching 35,000+
- Highlighted in FairShare e-news editions throughout the CSA Promotional Campaign (9,000+ reach)

PREMIER
\$5,000

GOLD
\$2,500

SILVER
\$1,000

BRONZE
\$500

SUPPORTER
\$250

	PREMIER \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500	SUPPORTER \$250
Website Recognition	Premier logo on home page and About CSA page	Large logo on home and About CSA page	Medium logo on home and About CSA page	Small logo on home and About CSA page	Name on home & About CSA page
Ad in CSA Farm Guide	Full Page Ad	1/2 Page Ad	1/4 Page Ad	Business Card Ad	Logo
E-news Features	Premier Logo	Large	Medium	Small	
Social Media Promotions (8,000 reach)	5 posts	3 posts	2 posts	1 post	
CSA Week	Full day social media takeover	3 social media stories	1 social media story		
Regional Campaign	Campaign sponsor, paragraph feature on "About CSA" page	Campaign supporter, short feature on "About CSA" page			
Sponsor branding on March Madness-style bracket	✓				

BIKE THE BARNS SEPTEMBER 17, 2023



FairShare's spectacular bicycle tour featuring local farms and food. This is the largest fundraiser for the Partner Shares Program, which provides financial assistance for limited-income households to receive CSA shares. It's also a great way for folks to spend time on the farm and connect with local farmers!

featuring

- Over 1,000 participants
- Recognition at this much-loved community event
- Raises over \$100,000 for farmer support and food for every family

PREMIER
\$10,000

PLATINUM
\$5,000

GOLD
\$2,500

SILVER
\$1,500

BRONZE
\$750

	PREMIER	PLATINUM	GOLD	SILVER	BRONZE
Business Info in Rider Bags	✓	✓	✓	✓	✓
Print + Social Media Recognition	✓	✓	✓	✓	✓
Ride After Party Tickets	10	8	6	4	2
Logo on Website	Premier	Large	Medium	Small	Name
Rider Pass (bike or bus)	6	4	2		
Sponsor a Partner Shares Rider	4	2	1		
Sponsor Sign Along the Route	2	1			
Table at the Event	✓	✓			
After Party Sponsor	Premier recognition				

BUS THE BARNS SEPTEMBER 17, 2023

An engaging, guided tour of local farms and food that follows the same route as Bike the Barns. Participants enjoy hands-on curated activities at each farm stop, led by local partners.

featuring

- Special on-farm activities
- Highly engaged participant group
- Opportunity to customize event presence

PREMIER - \$2,500

Full-day participant engagement on the bus

Table at the event

Featured on promotional materials

2 rider passes



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.

FairShare's equity statement, posted on our website, includes a list of commitments (listed to the right) and action items that 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 trainings, as well as the FairShare Equity Accountability Committee. Partners in Equity will also support 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 2022, the program provided assistance to over 550 households, and 1,280 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), Monthly e-newsletter recognition (9,250+)

One collaborative equity-focused conversation with FairShare staff and the other Partner in Equity sponsors in 2023.

