Sponsorship Opportunities
Urban Harvest Mission & Values

**Mission Statement:**
To cultivate thriving communities through gardening and access to healthy, local food.

**Our core values are**
- Integrity
- Empowerment
- Sustainability
- Equity

**Urban Harvest programs**
- Celebrate the diversity of Houston and promote overall well-being and healthy living.
- Encourage neighborhood revitalization and community empowerment through gardens.
- Feature one of the largest networks of edible gardens in the country.
We Dig Houston

- Over the past 25 years, Urban Harvest has built a loyal following
  - 17,000 weekly newsletter subscribers
  - 7,000 Instagram followers
  - 24,557 Facebook followers
  - 10,400 Twitter followers
- 300+ Volunteers
- Approximately 2,500 patrons weekly at Saturday Farmers Market
- Approximately 1,500 weekly patrons at City Hall Farmers Market
Urban Harvest Programs
Farmers Markets

- Urban Harvest hosts 2 weekly Farmers Markets
- Launched in 2004, the Saturday Farmers Market supports 60 local vendors and hosts thousands of patrons on an annual basis
  - Generates $2.9mm in annual economic impact
  - Voted “Best Farmers Market in Texas” by Cooking Light Magazine, Trip Advisor, and USA Today
  - Approximately 2,500 patrons every Saturday
  - Quarterly “Chef Series” cooking demonstrations sponsored by Kroger
Community Gardens

- > 138 affiliated gardens
- All gardens receive educational benefits and material support
- Provide volunteer opportunities through Dig-It-Days - community garden volunteer days throughout the year
- Through the hub distribution program we provide seeds, plant starts and education three times a year to member gardens
- = > 104,000 lbs produce per year
- Adopt-A-Garden program benefits gardens in need of assistance by providing Dig-It-Days, supplies and education to gardeners in those communities
- We offer a robust schedule of classes each year for seasoned or beginning gardeners

Adopt-A-Garden Program

- Launched in April 2018 and created to revitalize and/or support gardens in under-resourced communities
- Year-long program includes 3 volunteer days and 2 garden education events to promote sustainability
- Partner with selected garden(s) and provide volunteers for Dig-It-Days
- 2018 Corporate Partners include Reliant Energy, CenterPoint Energy, AARP, Williams, Spectrum Pipeline Services

Criteria for selecting gardens:
- Participation in Affiliate Garden Survey
- Align with Mayor’s “Complete Communities” and/or Harvey-impacted areas
- Focus on big projects in gardens
- Include new affiliate gardens in major need
- Gardens that desire the educational component
Youth Education

• Launched in 2003
• We serve 25 schools per year on average with in-school and after-school gardening curriculum which impacts over 5,600 students per year
• In 2015, we launched the Edible Academy, a train-the-trainer program that educates teachers and administrators on incorporating gardening into core subjects
• 2018 marked the 15th anniversary of the Youth Education Program
Fruit Tree Sale

• Launched 19 years ago and held annually in January/February

• Sold 4,000 trees in both 2018 and 2019; Over 40,000 trees have been planted in the Houston area since 2000

• Host 2,500 – 3,500 customers per year

• Great PR and community building opportunity – in 2019 received over 148 million cumulative impressions and $1.1 million in PR value

• In 2018, launched Green Thumbs Education Pavilion to educate attendees and buyers on organic planting practices and the benefits of growing healthy food. Kroger generously sponsored the pavilion for 2019.
Partnership Opportunities

**Goal:** Support additional programming at Urban Harvest, providing benefits to employees and combatting hunger.
Partnership Opportunities: Gardens

School Garden Sponsorship: $45,000

Support food security and sustainability through the education and practice of organic gardening in Houston area schools. We have a number of area schools who struggle to find funding to build a sustainable garden program. The population at these schools is predominantly disadvantaged (80%-90%).

This sponsorship will provide three years of the Urban Harvest Youth Education program at one of these schools. We have found that three years of garden building and education of teachers/faculty provides a solid program that the school can continue post-sponsorship.

Benefits include:
- Press release announcing partnership
- Signage at each location
- Logo on Urban Harvest website
- Inclusion in newsletter and all social media outlets
- Volunteer opportunity for employees

Adopt-A-Garden: $5,000

- Press release announcing partnership
- Signage at each location
- Logo on Urban Harvest website
- Cross-promotion at Saturday Farmers Market during “Community Garden Day”
  - Community garden focus
  - Signage and gardening activities
- Inclusion in newsletter and all social media outlets
- Volunteer opportunity for employees
## Partnership Opportunities: Farmers Market

<table>
<thead>
<tr>
<th>Plan Name</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Farmers Market Harvester:</strong> $10,000</td>
<td></td>
<td>• Inclusion in any press releases about the Farmers Market</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Prominent placement in all signage at the market*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Prominent logo on Urban Harvest website*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Opportunity for tent four (4) times a year at Saturday Farmers Market</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Inclusion in newsletter and all social media outlets with links to company website</td>
</tr>
</tbody>
</table>

| **Farmers Market Planter:** $5,000 |          | • Inclusion in any press releases about the Farmers Market               |
|                                |          | • Inclusion in all signage at the market*                               |
|                                |          | • Logo on Urban Harvest website*                                        |
|                                |          | • Opportunity for tent two (2) times a year at Saturday Farmers Market  |
|                                |          | • Inclusion in newsletter and all social media outlets with links to company website |

| **Farmers Market Seedling:** $2,500 |          | • Inclusion in any press releases about the Farmers Market               |
|                                   |          | • Inclusion in all signage at the market*                               |
|                                   |          | • Logo on Urban Harvest website*                                        |
|                                   |          | • Opportunity for tent once (1) a year at Saturday Farmers Market       |
|                                   |          | • Inclusion in newsletter and all social media outlets with links to company website |

*Logo size based on level
# Partnership Opportunities: Fruit Tree Sale

<table>
<thead>
<tr>
<th>Fruit Tree Sale Title Sponsor: $20,000</th>
<th>Fruit Tree Sale Supporting Sponsor: $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• “Presented by Company” included with all references to event</td>
<td>• Inclusion in all signage at event</td>
</tr>
<tr>
<td>• Press release announcing partnership</td>
<td>• Logo on Urban Harvest website and promotional materials</td>
</tr>
<tr>
<td>• Major PR campaign to support event and partnership</td>
<td>• Right to have promotional tent at Green Thumbs Education Pavilion</td>
</tr>
<tr>
<td>• Inclusion in all signage at event</td>
<td>• Inclusion in newsletter and all social media outlets</td>
</tr>
<tr>
<td>• 20’x10’ promotional tent at Green Thumbs Education Pavilion</td>
<td></td>
</tr>
<tr>
<td>• Most prominent logo on Urban Harvest website and promotional materials including PSAs</td>
<td></td>
</tr>
<tr>
<td>• Cross-promotion at Saturday Farmers Market during “Market Fruit Tree Sales”</td>
<td></td>
</tr>
<tr>
<td>• Occurs 2 x after initial sale</td>
<td></td>
</tr>
<tr>
<td>• Include signage and planting education</td>
<td></td>
</tr>
<tr>
<td>• Inclusion in newsletter and all social media postings with links to company website</td>
<td></td>
</tr>
<tr>
<td>• Opportunity for Facebook Live interview with company representative during event</td>
<td></td>
</tr>
</tbody>
</table>
Thank You!

Amy Hernandez: 832-563-3691