

The 4th Annual AGRARIAN GAMES

Food, music, and farm-themed games for all ages!
A celebration of sustainable agriculture, local food, and family farms.



WHEN: Saturday, September 16, 2017

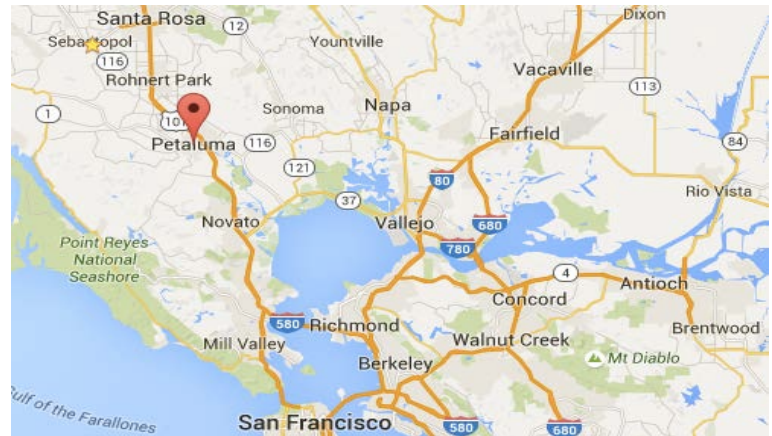
WHERE: Petaluma Fairgrounds

WHAT: From wheelbarrow relays to watermelon seed spitting, this interactive afternoon combines entertainment with education. The Ag Games connects the public with the source of their meals as we build a healthier, more just food system.



AUDIENCE: All ages / families, farmers market clientele, organic purveyors, chefs, industry, gardeners, etc.

ATTENDANCE: 1000+



All proceeds support our 501(c)3 non-profit work building sustainable food and farming systems through policy advocacy and on-the-ground programs that create more resilient family farms, communities and ecosystems.



COMMUNITY ALLIANCE WITH FAMILY FARMERS

P.O. Box 363, Davis, CA 95617-0363

Phone: 530.756.8518 📞 Fax: 530.756.7857 📞 E-mail: info@caff.org 📧 Website: www.caff.org 🌐

The 4th Annual AGRARIAN GAMES

Amount	Level	Benefits
\$10,000+	Rain Maker	<ul style="list-style-type: none"> • Mentioned as <i>Rainmaker Sponsor</i> in all media outreach • Headlining logo/name featured on website, posters, emails, program • 8 tickets to event • High-profile game or event area (stage, wine garden, etc.) • Full-page ad in event program • Social media mentions or reposts (Facebook, Twitter, Instagram) 5X leading up to event and 2 co-branded promotions
\$5,000	Tractor	<ul style="list-style-type: none"> • Extra large logo/name featured on website, posters, emails, program • 6 tickets to event • High-profile game or event area (stage, wine garden, etc.) • Half-page ad in event program • Social media mentions or reposts (Facebook, Twitter, Instagram) 4X leading up to event and 2 co-branded online promotions
\$2,500	Plow	<ul style="list-style-type: none"> • Large logo/name featured on website, posters, emails, program • 4 tickets to event • High-profile game or event area (stage, wine garden, etc.) • Half-page ad in event program • Social media mentions or reposts (Facebook, Twitter, Instagram) 3X leading up to event and 1 co-branded online promotion of our aligned mission
\$1,000	Pitchfork	<ul style="list-style-type: none"> • Medium logo/name featured on website, related emails, program • 2 tickets to event • Booth or sponsored game at Agrarian Games • Social media mentions or reposts (Facebook, Twitter, Instagram) 2X leading up to event
\$500	Spade	<ul style="list-style-type: none"> • Logo/name featured on website, posters, emails, program • Booth or sponsored game at Agrarian Games

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Community Alliance with Family Farmers (CAFF)
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COMMUNITY ALLIANCE WITH FAMILY FARMERS

SPONSORSHIP FORM

Founded in 1978, CAFF's mission is to advocate for California family farmers and sustainable agriculture. CAFF is a 501(c)3 organization, federal tax identification number 94-2914745. This completed and countersigned form serves as a receipt for your donation.

CONTACT INFORMATION

Name _____

Organization _____

Street address _____

City, State, Zip _____

Phone number _____

E-mail _____

Website _____

Please email your logo (300 dpi or greater) to info@caff.org.

DONATION

Event Year 2017 2018 Amount \$ _____

Authorized Signature _____ Date _____

EVENT

Will someone from your organization be attending the event? YES NO
 (Sponsorship levels \$1,000 and up include tickets to the event.) If yes, please list:

*Thank you again for your support of our organization.
 To learn more about our programs and activities, please visit www.caff.org.*

OFFICE USE

On behalf of CAFF, the gift described above is accepted.

Signature _____ Date _____

Printed name _____ Title _____

Signed copy of form sent to donor: ____/____/20__

Event information sent to donor: ____/____/20__

Donation received: ____/____/20__

Logo received: ____/____/20__

Recognition: __event page __1__2__3__4__5__6__7__8 Purpose of donation, if restricted: _____

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Community Alliance with Family Farmers (CAFF), and our Farmers Guild network, invites you to join us as a business sponsor committed to building sustainable food and farming systems. There's a role for everyone to play, and our menu of options is designed to provide opportunities to support family farmers while meeting your marketing, community engagement, and philanthropic goals. Please reach out to discuss tailored partnership and sponsorship options. We look forward to working with you!

Step 1: Choose your sponsorship level: \$500-\$999 / \$1,000-\$2,500 / \$2,500-\$5,000 / \$5,000-\$10,000 / \$10,000+

Step 2: Direct your support to one of these options:

General Support

General sponsorships are an opportunity to support CAFF's overall operations across the state without designating a specific locality, program or event. CAFF relies on general sponsorships to support our much-needed policy advocacy, membership activities and opportunities, and our all-important administrative operations that sustain our work. General sponsorships are incredibly important as they cover costs often not included in grant funding.

General sponsors will be acknowledged via social media and existing CAFF/Farmers Guild communications. Currently, we reach 13,000+ through our newsletters, have ~ 8,500 followers on Twitter, and over 18,000 on Facebook.

Regional Support

Are you a local business serving a specific community? CAFF serves several regions with staff, programming, and local chapters of the Farmers Guild. Your sponsorship benefits can be designated to reach one or more of the following regions and outreach/communication around your sponsorship will be tailored to the geographic area you designate.

- Central Coast (Monterey, Santa Cruz, and San Mateo Counties)
- Santa Clara Valley (Santa Clara and San Benito Counties)
- San Francisco Bay Area (San Francisco, Alameda, and Contra Costa Counties)
- Greater Sacramento Valley
- El Dorado and Placer Counties
- San Luis Obispo
- San Diego
- Los Angeles
- North Coast (Marin, Sonoma, Napa, Lake and Mendocino Counties)
- Redwood Coast (Humboldt and Del Norte Counties)

Additionally, Farmers Guilds exist outside the above areas and have financial needs. These can be sponsored individually. By sponsoring a local Farmers Guild, you directly support food producers in your community. Your sponsorship will be highlighted in the following ways:

- Guild-specific communications, emails, social media and outreach
- Local events and gatherings, catered to farmers or the general public
- Programs and services specific to a Guild and region

Program Support

Program sponsorships offer you an opportunity to support specific programs that align with or serve the same audience as your customer base. CAFF programs include: policy advocacy, Farm to Market (includes farm to school), Food Safety, and Climate Smart Farming. Benefits may include:

- Recognition on program materials (fliers, program brochures, letters to farmers)
- Special acknowledgment during program events (workshops, panel discussions and webinars)
- Participation in customized workshops for your customers and farmers
- Opportunity to join site visits to related events and farm operations benefitting from your support

CAFF Events – \$500-\$25,000

Each year, CAFF hosts two major events with their own menu of business sponsorship opportunities designed to provide high visibility for event sponsors. Please ask for more specific information if interested in these options.

- Farmers Guild-Raising / CAFF Membership Convention: February
- Agrarian Lover's Ball: February
- Agrarian Games & Summer Celebration: September