



2024 Kearsarge Food Hub Sponsorship Opportunities

The [Kearsarge Food Hub](#) envisions a resilient and connected community where everyone is empowered to access healthy food, where local farmers are supported and the land is nourished, and where all people share a common sense of place.

Our mission is to reinvigorate our community within a restorative local food system by cultivating food sovereignty, growing engaged learners, and nurturing community.

In 2023, our essential programs:

- Provided real time support to 4100+ individuals needing a hand putting food on the table with food donations totalling \$78,000+ worth of locally sourced produce, groceries, and meals (near 30% increase from 2022)
- Hosted 200+ students from 1st grade through college age on Sweet Beet Farm for hands-on experiential learning;
- Sent \$310,000+ back into the pockets of local farmers and producers through the purchase of their goods for sale at Sweet Beet Market + Cafe and for food donations.

This level of impact would not have been possible without your support! To read more about all that we accomplished together, read through [KFH's 2022 Annual Report](#).

We offer corporate sponsorship opportunities as a way for local companies to participate and get involved with our community service. These opportunities will serve both your company or organization *and* the community we all call home!



11 West Main Street | PO Box 571 | Bradford, NH 03221 | 603-938-5323
 www.kearsargefoodhub.org | info.kearsargefoodhub@gmail.com

Audience Reach: Kearsarge Food Hub and Sweet Beet

Kearsarge Food Hub social media communications occur through two channels: Kearsarge Food Hub and Sweet Beet Farm + Market + Cafe, both very active on Facebook and Instagram. Kearsarge Food Hub and Sweet Beet share an email list, with weekly communications from the Market + Cafe and monthly communications from the food hub. **Geographic reach includes Kearsarge area towns + Concord, Manchester, Henniker, Hokinton, Sunapee in central New Hampshire.**

Updated 24_02_23

| <i>per month</i> | Followers: Individual subscribers | Post reach: total organic and paid reach | Profile visits: number of visits to page or profile | Engagement: Post reactions, comments, shares | Email Subscribers: total folks receiving email communications |
|--|---|--|---|--|---|
| Kearsarge Food Hub: Facebook & Instagram | 3,800 | 12,500 | 430 | 2,425 | |
| Sweet Beet: Facebook & Instagram | 5,170 | 6,300 | 1,170 | 2,145 | |
| Total | 8,970 | 18,800 | 1,600 | 4,570 | 2300 |

Sweet Beet Market + Café Audience Overview

- In store
 - 4000 customers in 2022.
- Facebook & Instagram audience
 - 77% women, 21% men
 - 54% ages 25-44, 27% ages 45-65; 7% ages 65+

Kearsarge Food Hub Audience Overview

- Facebook & Instagram audience
 - 70% women, 28.4% men
 - 52% ages 25-44, 24% ages 45-62, 11% ages 65+

Email Overview - Kearsarge Food Hub & Sweet Beet

- 2300 folks on email list
- 43% average open rate
- Audience
 - 65% women, 22% men
 - 15% ages 35-44, 12% ages 55-64, 39% ages 65+

Overview of 2024 Sponsorship Opportunities

These different levels of sponsorship offer your company visibility, partnership branding that will elevate reputation in the community, and also provide an opportunity to reach out to new potential customers and clients. **The sponsorship dollars go to KFH's general operating fund, which supports our food access, farm-based education, and community building programming.**

These sponsorships integrate visibility through Sweet Beet Farm, Market, & Cafe. Complementary to our brick and mortar presence, we have robust digital communications with our customer base, including the Sweet Beet Weekly newsletter, active social media accounts on Facebook and Instagram with broad reach, and a strong website presence.

Sponsorship Levels include:

- \$3,500 [Sweet Beet Market Sponsor](#) secured through June, 2024
- \$3,500 [Locavore Food Security Sponsor](#) secured through June 2024
- \$2,500 [KFH Farm Education Sponsors](#) currently seeking sponsor
- \$2,500 [Sweet Beet Farm Sponsor](#) currently seeking sponsor
- \$1,500 [Sustainability Food Security Sponsor](#) secured through June 2024
- [Community FREEdge Co-Sponsors](#) secured through December 2024
 - \$1,500 Co-Sponsor
 - \$1,500 Co-Sponsor
- [KFH Annual Community Fair Sponsors](#)
 - Lead, partner, and collaborator levels available
- 2 x \$1,500 [Season of Gratitude and Giving Sponsors](#)

Last year's sponsors have the right of first refusal for the sponsorships they secured in 2023. **KFH is also happy to work with your company or organization to co-create a sponsorship that aligns with KFH values and meets the needs of your company.**



Annual Sponsorships

Sweet Beet Market Sponsor

2024 right of first refusal: Walden Mutual Bank

One-Year Sponsorship

\$3,500

- Half-page logo and contact information insertion in all customer packages - whether we provide them or they bring their own bags for the entire year. Must be created in connection with and approved by KFH.
- Ability to add in Kearsarge Food Hub-approved promotional flier of some sort into Sweet Beet Market bags 2 x per year for one week. Should be mission-related as much as possible. (*Sponsor must provide and bear cost and this must be approved by KFH.*)
- Logo in all Sweet Beet Weekly Email Newsletters, sent to 2,000+ shoppers every week.
- Opportunity to contribute an article of benefit to our audiences through the KFH blog for the entire Kearsarge Food Hub newsletter list 2 x throughout the year reaching 2300+ food system workers, farmers, producers, makers, donors, shoppers, community partners; the article must be approved and edited by KFH.
- Large advertisement & blurb on Quarterly Vendor Newsletter to 100+ local and regional vendors
- Direct email introductions to 20 local vendors and producers
- Medium-sized logo at the bottom of KFH's home website page listed with lower level sponsors.
- Medium-sized logo on KFH's Sweet Beet Market website page.



Locavore Food Security Sponsor

2024 right of first refusal: Naughton & Son Recycling

One Year Sponsorship

\$ 3,500

- Half-page logo and contact information insertion in all customer packages - whether we provide them or they bring their own bags for the entire year. Must be approved by KFH.
- Ability to add in Kearsarge Food Hub-approved promotional flier of some sort into Sweet Beet Market bags 2 x per year for one week. Should be mission-related as much as possible. *(Sponsor must provide and bear cost and this must be approved by KFH.)*
- Opportunity to contribute an article of benefit to our audience for Sweet Beet Weekly 2 x throughout the year.
- Mention and Link-out in 10 Facebook and Instagram posts referencing Kearsarge Food Hub Food Security Program.
- Medium-sized logo on home website page
- Medium-sized Logo on website on Food Security Program page

KFH Farm Education Sponsor

Currently Available

One- Year Sponsorship

\$ 2,500

- Quarter page ad on insertion in all customer packages - whether we provide them or they bring their own bags for 12-months of the year. Must be approved by KFH.
- Ability to add in Kearsarge Food Hub-approved promotional flier of some sort into Sweet Beet Market bags 2 x per year for one week. Should be mission-related as much as possible. *(Sponsor must provide and bear cost - must be approved by KFH.)*
- Signage on the Farm Education structure at 48 West Road as the sponsor of the program: "Kearsarge Food Hub's Farm Education Program, sponsored by _____"
- Opportunity to set up a table at KFH's Annual Community Fair, this fair is fun and educational and a great way to engage with the community.
- Opportunity to contribute an article of benefit to our audience for Sweet Beet Weekly 2 x throughout the year.
- Mention and Link-out in up to 5 Facebook and / or Instagram posts referencing Kearsarge Food Hub Farm Education Program



- Medium-sized logo on home website page
- Large logo on website Farm Education Program page

Sweet Beet Farm Sponsor

Currently Available

One- Year Sponsorship

\$ 2,500

- Quarter page ad on insertion in all customer packages - whether we provide them or they bring their own bags for 12-months of the year. Must be approved by KFH.
- Ability to add in Kearsarge Food Hub-approved promotional flier of some sort into Sweet Beet Market bags 2 x per year for one week. Should be mission-related as much as possible. *(Sponsor must provide and bear cost - must be approved by KFH.)*
- Large signage on the education structure at Sweet Beet Farm as the sponsor of the program: “Sweet Beet Farm sponsored by _____”
- 8.5 x 11” upright signage at Concord Farmers Market in Summer and Winter seasons with significant traffic: “Sweet Beet Farm sponsored by _____”
- Opportunity to contribute an article of benefit to our audience for Sweet Beet Weekly 2 x throughout the year.
- Mention and Link-out in up to 5 Facebook and / or Instagram posts referencing Sweet Beet Farm.
- Medium-sized logo on home website page
- Large logo on website Sweet Beet Farm page

Sustainability Food Security Sponsor

2024 right of first refusal: Secondwind Water Systems

One Year Sponsorship

\$ 1,500

- Quarter page logo and contact information insertion in all customer packages - whether we provide them or they bring their own bags for 12-months of the year. Must be approved by KFH.
- Ability to add in a Kearsarge Food Hub approved promotional flier of some sort into Sweet Beet Market bags in the Spring (March or April) for one week. *(Sponsor must provide and bear cost.)*



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- Opportunity to contribute an article of benefit to our audience for Sweet Beet Weekly 1 x throughout the year.
- Mention and Link-out in 2 Facebook and / or Instagram posts referencing Kearsarge Food Hub Food Security Program
- Small-sized logo on home website page
- Small Logo on website on Food Security Program page

KFH Community FreeEdge Co-Sponsors

2024 right of first refusal: *Spring Ledge Farm, Bar Harbor Bank & Trust*

2 x One Year Sponsorships

\$1,500 each

The FREEEdge at Sweet Beet in Bradford, NH is not only a fridge, it is housed in a well-lit, heated and insulated shed that also offers other items, including non-perishable items, for free to anyone who needs it. In the winter months, we also offer free wood for burning. We work in close collaboration with the Bradford Food Pantry.

- Quarter page logo and contact information insertion in all customer packages - whether we provide them or they bring their own bags for 12-months of the year. Must be approved by KFH.
- Signage on the SHED as the sponsor of the program: The Kearsarge Food Hub FREEEdge, sponsored by _____
- Mention and Link-out 2 x per six months in Facebook and / or Instagram posts referencing the FREEEdge
- Mention of Sponsorship in most hard copy materials associated with the FREEEdge (fliers, brochures, advertising).
- Opportunity to contribute an article for Sweet Beet Weekly 2 x throughout the year
- Small-sized logo on home website page
- Logo on website on Food Security Program page as Co-Sponsors of the FREEEdge

Event Sponsorships

KFH Annual Community Fair

About the Community Fair

- This family friendly annual Community Fair brings people together to experience local food and farming on the lawn at Sweet Beet in Bradford, NH at no charge to attendees.
- The fair features interactive tables from the KFH's various nonprofit programs, a special menu prepared by Sweet Beet Café, live music, kid-friendly activities, and raffle prizes.
- This event takes place around the Autumn Equinox in September.

| Sponsor Benefits | Benefit reach | Lead \$1,000 | Partner \$500 | Collaborator \$250 |
|---|---|--|--|--|
| Recognition in promotions leading up to the event | 1 month of continuous promotion 2300 newsletter recipients ~9000 social media followers | Large logo and link to website on event landing page in all email communications Large logo on event flier Mention in all social media posts | Medium size logo on event landing page, flier, all email communications Mention in half of social media posts | Small size logo on event landing page, flier, in all email communications Mention in half of social media posts |
| Tabling opportunity at the event | | Yes | No | No |
| Signage and verbal thanks and recognition at the event | Over 375 people attended in 2022 | Large event signage | Medium event signage | Small event signage |
| Post event thank you correspondence acknowledgement | | Premium placement | Yes | Yes |



Love Local / Season of Gratitude & Giving Campaign Sponsors

Kearsarge Food Hub's annual Love Local virtual event, followed by our largest annual fundraiser, The Season of Gratitude and Giving.

2 x Co-Sponsorships

\$1,500 each

About Love Local and the Season of Gratitude & Giving

- The *Season of Gratitude and Giving* is KFH's largest annual fundraising campaign. It's a month-long matching gift campaign to raise awareness of KFH's essential services and a total of \$60,000 to support them.
- The campaign is launched with our virtual Love Local: Meet Your Farmers & Makers Event in early November (date TBD). This event features 3-5 KFH made videos to showcase behind-the-scenes work of our local food system.
- Our communications are at an all time high before & during our Season of Gratitude and Giving and will provide you with an excellent amount of exposure.
- We have met and exceeded our goal every year since the inception of the Season of Gratitude and Giving 2021!

Sponsorship Benefits

- 2.5 total months of consistent exposure
 - 2-3 weekly emails reaching 2,800 recipients
 - Logos included in all social media, email, and website landing pages
 - Mention as Corporate Sponsors of the campaign in half of the messages to the public through email, social media and video solicitations
 - Signage in the Market & Café throughout the campaign
 - Recognition at our November 1st Love Local Launch Event
 - Recognition in all thank you correspondence to donors
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