



**The Food Trust's 25th  
Anniversary Celebration**

*Meet us at the Pig*

**Sponsorship Opportunities**



## Join us as we celebrate 25 years of The Food Trust!

2017 marks the 25th anniversary of our work to increase the availability and affordability of fresh, healthy food. On December 1, from 7 to 10 p.m., we'll go "back to our roots" as we host **The Food Trust's 25<sup>th</sup> Anniversary Celebration** at Reading Terminal Market, where we got our start 25 years ago. With an expected 1,000 attendees, the ticketed event will feature food from a curated group of Reading Terminal Market vendors, music and live performances from some of Philly's best acts, exclusive food-related experiences for attendees, and interactive activities for the entire family.

The Food Trust began in a small room at Reading Terminal Market in 1992, when founder Duane Perry noticed that some city residents traveled miles to the market because they lacked fresh produce in their own neighborhoods.



In the 25 years since, The Food Trust has grown significantly. From small farm stands, the organization went on to work with farmers markets, corner stores, supermarkets and mobile food vendors. From market field trips, its nutrition education program expanded into schools and community centers, reaching everyone from infants to seniors. And from Philadelphia, the organization's efforts have reached across the United States and beyond.

### Why align your brand with The Food Trust?

**Innovation and growth opportunities:** Connect with new consumer and business markets, including moms, millennials, foodies, healthy eaters, families and green consumers.

**Build customer loyalty and trust:** Sponsoring The Food Trust demonstrates your company's commitment to localism, community health and nutrition, sustainability, diversity and economic development.

**Communicate key messages and position new products:** Our skilled communications team will help you tell your company's story to The Food Trust's large and loyal following.





**The event will bring together the entire Food Trust community, including members of the public, staff and board members, funders, volunteers, policymakers and other friends.**

**Join us! Sponsorship Opportunities & Benefits:**

	<b>Presenting Sponsor:</b> \$5,000	<b>Feast Sponsor:</b> \$2,500	<b>Meal Sponsor:</b> \$1,000	<b>Taste Sponsor:</b> \$500
Special reserved table in speech area	🍏	—	—	—
Opportunity to distribute branded item to attendees	🍏	—	—	—
Featured recognition and quote in event press release	🍏	—	—	—
Onstage recognition	🍏	🍏	—	—
Promotion via e-blasts and social media (68,000+ combined followers)	🍏 Targeted promotion	🍏 Social media thanks	—	—
Name/logo recognition on signage throughout event	🍏 Premier logo recognition	🍏 Prominent logo recognition	🍏 Name recognition	—
Name/logo recognition on event promotional materials (posters, postcards, table tents, event map)	🍏 Premier logo recognition	🍏 Prominent logo recognition	🍏 Name recognition	—
Web recognition	🍏 Logo on event page and thefoodtrust.org	🍏 Logo on event page	🍏 Name on event page	🍏 Name on event page
Complimentary tickets to event	🍏 6 tickets	🍏 4 tickets	🍏 2 tickets	🍏 1 ticket

**Interested in a custom package?**

If you're looking for a customized sponsorship that doesn't fall neatly into one of these categories, get in touch with us! We'll build a package that aligns with your needs.



## A la carte Sponsorship Options:

### Sponsor a vendor — \$1,500 (5 available)

The storied Reading Terminal Market has dozens of specialty food vendors with mouth-watering offerings ranging from baked goods to homestyle cooking. You'll work with The Food Trust to choose from a group of vendors that will be staying open for the event. Chefs and employees at that vendor station will wear a T-shirt with your logo or messaging (provided by sponsor), and signage will recognize your sponsorship. You'll also have the opportunity to hang your own branded signs or banners.

This package will also include web recognition and 3 complimentary tickets to the event.

### Sponsor an experience — \$2,000 (3 available)

At no charge to attendees, The Food Trust is offering a selection of interactive, food-related experiences with Reading Terminal Market vendors—from mozzarella pulling to pretzel twisting. You'll get to choose among three experiences (first come, first served). Chefs and employees at that vendor station will wear a T-shirt with your logo or messaging (provided by sponsor), and signage will recognize your sponsorship. You'll also have the opportunity to hang your own branded signs or banners.

This package will also include web recognition and 3 complimentary tickets to the event.

### Sponsor the photo booth — ~~\$1,000 (1 available)~~ **SOLD!**

We'll be setting up a photo booth with Reading Terminal Market's famous pig, Philbert! Attendees can stop by to "ham" it up and snap a picture with friends, family and colleagues. Printed photos will include your logo, and signage will recognize your sponsorship.

This package will also include web recognition and 1 complimentary ticket to the event.

**Contact Us:** Elizabeth Weihmann, Development Coordinator  
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## About The Food Trust

The Food Trust, a nonprofit founded in 1992, works to ensure that everyone has access to affordable, nutritious food and information to make healthy decisions. Working with neighborhoods, schools, grocers, farmers and policymakers, we've developed a comprehensive approach to improved food access that combines nutrition education and greater availability of affordable, healthy food.

