

# Fresh Picked

AN EVENING TO SUPPORT  
THE FOOD TRUST

**Thursday, May 15, 2025** | 6:30-9:30 p.m.

**Location** | BLDG 39 at the Arsenal  
5401 Tacony St, Philadelphia, PA 19137



**2025 SPONSORSHIP OPPORTUNITIES**



## Join us as we celebrate The Food Trust!

**Fresh Picked: An Evening to Support The Food Trust** is coming back for a third year on **Thursday, May 15, 2025!** This springtime soiree will bring together more than 150 attendees to enjoy a variety of local beers, wines and cocktails, taste fare from some of Philly's favorite food vendors, listen to live music, and participate in a special silent auction — all while lifting up The Food Trust's mission of **delicious, nutritious food for all**. This year's event theme, **The Power of Produce**, will lift up our innovative programming and partnerships that are improving nutrition security — and health outcomes — among our most vulnerable neighbors.

Funds raised at Fresh Picked will directly support our work to ensure that everyone can find, afford and learn about the foods that support our health and bring us joy. **We would be honored to count you as a partner in this event through your sponsorship investment.**



## Why align your brand with The Food Trust?

- **Connect with key markets:** Our supporters span generations and include families, foodies, healthy eaters and green consumers.
- **Build customer loyalty and trust:** Sponsoring Fresh Picked demonstrates your company's commitment to the local food system, health and nutrition, sustainability, and economic development.
- **Communicate key messages:** Our skilled communications team will help you tell your company's story to our large and loyal following.



### The Food Trust's Web and Social Media Reach

- ✉ Email subscribers: 21,800+
- ✕ X followers: 33,200+
- 📷 Instagram followers: 24,100+
- 📘 Facebook followers: 17,000+
- 👁 Monthly views at thefoodtrust.org: 19,000+



## Join Us! 2025 Sponsorship Opportunities and Benefits

Sponsor Benefits	Harvest \$15,000	Cultivator \$10,000	Garden \$5,000	Sprout \$1,500
Category exclusivity				
Speaking opportunity during event program				
Opportunity to distribute co-branded item to attendees				
Logo on corporate support page				
Recognition during event program				
Logo in event e-communications, including invitation e-blast				
Social media recognition	 Customized campaign	 Targeted promotion	 Group thank you post	
Recognition on event signage and program book	 Logo	 Logo	 Logo	 Name
Recognition on event registration page	 Logo	 Logo	 Logo	 Name
Complimentary tickets to event	 8 tickets and reserved table	 8 tickets and reserved table	 4 tickets and reserved seating	 4 tickets (un-reserved seating)

Turn the page for more ways to get involved, including how to build a custom package





## Additional Sponsorship Opportunities

### Sponsor a food vendor (2 available)

\$3,500

Fresh Picked attendees will enjoy fare from two of Philly's favorite vendors. As a food vendor sponsor, your brand will be highlighted at the food station of your choice, with signage highlighting your support and napkins featuring your logo. This package also includes name recognition on the event registration page, logo recognition on event signage and the program book, and four (4) complimentary event tickets (unreserved seating).

### Sponsor dessert (1 available)

\$2,000

As the exclusive dessert sponsor, your brand will be front and center as attendees enjoy a variety of sweet treats. Your brand will be highlighted at the dessert station with signage highlighting your support and napkins featuring your logo. This package also includes name recognition on the event registration page, logo recognition on event signage and the program book, and four (4) complimentary event tickets (unreserved seating).

### Sponsor the photo booth (1 available)

\$2,500

Be part of a special memento from the evening! As the photo booth sponsor, your logo will be featured in every picture taken at the event's photo booth, and also featured on signage at the booth. This package also includes name recognition on the event registration page, logo recognition on event signage and the program book, and two (2) complimentary event tickets (unreserved seating).

### Customized Opportunities Available

Looking for something different? We'll work with you to create a customized package to support your unique needs. Reach out to us to learn more.

Contact us

Elizabeth Weihmann, Sr. Manager of Development and Communications  
eweihmann@thefoodtrust.org or 215-383-5412

### About The Food Trust

Founded in 1992, The Food Trust works with neighborhoods, institutions, retailers, farmers and policymakers across the country to ensure delicious, nutritious food for all. Backed by three decades of research and evaluation, our holistic, community-centered approach to nutrition security weaves together three core programming elements — access, affordability and education — as well as a focus on advocating for public policy solutions. Learn more at [thefoodtrust.org](http://thefoodtrust.org).

