



2024 Sponsorships

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Root to Table

HIGHLIGHTING THE PEOPLE BEHIND THE FARM-TO-TABLE MOVEMENT OF VA AND WV



History



Root to Table LTD is a newly formed 501c3 originating from Taste of Blue Ridge that began in 2017. Our organization is focused on Education, Network and Support Systems, Food Access, and Employment in the culinary and agricultural realm. Our vision is to see local food come together with local chefs, communities and individuals to create healthy lifestyles and relationships with food.

2024-2025 Objectives

- **Community** - Building a strong community that embraces our mission, vision, core values and respects each other with a willingness to help build a strong apolitical voice.
- **Education** - Providing education to our industry specific and to our audience
- **Industry** - Welcoming Restaurants, Chefs, Farms, Food Artisans, Hospitality Professionals

We've saved you a seat at the table!

Root to Table offers sponsors multiple ways to interact with our community. Are you looking for new avenues advertising, per networking for new B2B connections, or if you simply support our mission.

GROWING A VIBRANT FOOD COMMUNITY

Sponsorship Levels –	Mission - \$15,000 Title	Table - \$10,000 Signature Events	Root - \$5,000 Taste of Excellence Events	Seed - \$3,000
Purpose	Key supporter of the mission. Name is included in all Marketing Campaigns.	Key supporter of the theme of one signature event. Ex. Salute to Women or Fundraiser	Aligns with one of the various Taste of Excellence events or locations	Open ended, can support any aspect of the non-profit
Brand Visibility at Culinary Events	✓ Table, Banner, etc	✓ Banner	-	-
Tickets and Gift Cards to the Root to Table Culinary Events	Package of 16 Tickets & 6 Gift Cards	Package of 8 Tickets	Package of 4 Tickets	Discount Code
Website / Media – Logo and URL	✓ Multiple Pages and Blog	✓ Featured Page	✓	✓
Inclusion in Root to Table Marketing Program (Social, E-Newsletter, PR Media, Website)	✓	✓	✓	✓
Networking Opportunities (Think Tank Forum, Potluck Dinners, Intro to Culinary Audience)	✓	✓	✓	✓
Permission to use the Root to Table Brand of Excellence Logo	✓	✓	✓	✓
Annual Report Recognition	✓	✓	✓	✓





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COMMUNITY MEMBERS



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We can't wait to start a new partnership with you!



PAST MARKETING PARTNERSHIPS

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