



Sponsorship at the Table: Patrons of Regional Food Culture

We've Saved You a Seat at the Table

Support through Patronage Levels

	FOUNDERS CIRCLE PATRON \$25,000	ROOTS & VINES PATRON \$15,000	HARVEST PATRON \$10,000	SPROUT PATRON \$3,000	SEED PATRON \$1,500
RECOGNITION	PREMIUM PLACEMENT IN ALL LISTINGS/EVENTS (\$15K)	PLACEMENT IN ALL SPONSOR LISTINGS (\$10K)	LOGO ON WEBSITE & EVENT SIGNAGE (\$5-6K)	LOGO ON WEBSITE & EVENT SIGNAGE (\$5-6K)	NAME LISTED ON WEBSITE UNDER SUPPORTERS (\$3K)
SHARED STORYTELLING	SPEAKING OPPORTUNITY OR BRAND ACKNOWLEDGEMENT DURING FLAGSHIP EVENTS (\$10K)	FEATURE ARTICLE IN NEWSLETTER TO COMMUNITY VIA EMAIL (\$3K)	CUSTOM SOCIAL MEDIA POST HIGHLIGHTING COMMUNITY IMPACT, SHARED SOCIALLY WITH GOOGLE AD SUPPORT (\$7K)	SOCIAL MEDIA INDIVIDUAL THANK YOU POST (\$2K)	SOCIAL MEDIA PATRON GROUP THANK YOU POST (\$1K)
	CUSTOM VIDEO/PHOTO SESSION SHOWING SPONSOR IMPACT SHARED SOCIALLY WITH GOOGLE AD SUPPORT (\$15K)	INVITATION TO CO-HOST/BE FEATURED IN VIDEO SEGMENT ON FARM/ARTISAN VISIT - SHARED SOCIALLY WITH GOOGLE AD SUPURT (\$8-10K)	PROVIDES SCHOLARSHIP FOR (3) FOOD, ARTISAN OR CULINARY PARTNERS	EVENT GIFT BAG INSERT (\$1K)	
VISIBILITY	PROVIDES SCHOLARSHIP FOR (10) FOOD, ARTISAN OR CULINARY PARTNERS (\$6K)	PROVIDES SCHOLARSHIP FOR (5) FOOD, ARTISAN OR CULINARY PARTNERS (\$3K)	PROVIDES SCHOLARSHIP FOR (3) FOOD, ARTISAN OR CULINARY PARTNERS (\$2K)		
	1/1 BRAND PARTNERSHIP MEETING TO EXPLORE SHARED MARKETING OPPORTUNITIES (VALUE TBD)				
TICKETS	PACKAGE OF 18 TICKETS: GALA (8), SALUTE TO WOMEN (5) , TASTE OF EXCELLENCE (5) (\$4K)	PACKAGE OF 12 TICKETS: GALA (6), SALUTE TO WOMEN (4) , TASTE OF EXCELLENCE (2) (\$3K)	PACKAGE OF 10 TICKETS: GALA (4), SALUTE TO WOMEN (4) , TASTE OF EXCELLENCE (2) (\$2K)	PACKAGE OF 6 TICKETS: GALA (2), SALUTE TO WOMEN (4) (\$1K)	PACKAGE OF 3 TICKETS: GALA (1), SALUTE TO WOMEN (3) (\$700)
USE OF ROOT TO TABLE LOGO, INCLUSION IN ROOT TO TABLE ANNUAL REPORT					

Who?

Who is a patron?

Patrons are mission-aligned businesses, organizations, and community partners that actively support the growth of our regional farm-to-table movement.

By becoming a Patron, you help amplify the work of local chefs, farmers, and food artisans—while gaining meaningful brand visibility and connection to a values-driven audience.

Whether you're a restaurant, food producer, corporate sponsor, nonprofit, or hospitality group, your patronage fuels community engagement, educational programming, and memorable culinary experiences.

Patrons don't just fund—they participate, promote, and help shape the future of local food.



Why?

Local food systems are breaking.

In 2024, Virginia lost over 13% of its farms. Traditions, livelihoods, and access to fresh food are at risk.

Root to Table restores what matters.

We connect farmers, chefs, and communities through shared meals, stories, and culture—reviving our regional food heritage.

Sponsorship drives:

- Fresh, local food access
- Food systems education
- Economic resilience for farmers, chefs and food & beverage artisans

We protect:

Hands-on farming. Healthy soil. Local supply chains.
Land, craft, and community—preserved for future generations.

What You Stand For:

Authenticity. Purpose. Local roots.
Sponsoring Root to Table aligns your brand with values that resonate—and last.

<https://capitalregionland.org/2024/03/virginia-losing-farmland-at-record-pace>



2025 Events



Signature Culinary Experiences

March 2025

Salute to Women

100 attendees
2025: Winchester
2024: Charlottesville
\$139/person

June 2025

Savor Chefs, Farmers, Friends

150 attendees
2025: Pembroke, VA
Mountain Lake Lodge
\$40-290/person plus all inclusive options

November 2025

Chef's Table Celebration

200 attendees
2025: Leesburg
Riverside on the Potomac

Taste of Excellence

June 2025

Defining Piedmont Cuisine

Chef Ian Boden Field &
Main Marshall, VA
28 attendees
\$199/person ++

Fall/Winter 2025

The Prime Affair: Feast & Flame

DC Prime Steaks
Ashburn, VA
\$199/person

Our Mission

Build a regional
culinary community
around the ever-
growing farm-to-table
food movement.



Objectives



Community

Supporting local chefs, restaurants, farmers and food & beverage artisans strengthens community bonds by creating direct relationships between producers and consumers. A Root to Table movement fosters regional pride, protects farmland from urban sprawl, and keeps food traditions alive—anchoring the community in shared values of sustainability, mutual support, and resilience.

Education

By highlighting the work of culinary artists, viticulturists, and makers, Root to Table becomes a living classroom. It teaches the next generation about where food comes from, how it's made, and why stewardship matters. Schools, culinary programs, and community events can pass down traditional methods, sustainable practices, and the cultural stories embedded in every harvest and recipe.



Industry

Root to Table supports a decentralized, transparent supply chain—one that values craft, quality, and sustainability over mass production. Investing in small farms and food entrepreneurs revitalizes rural economies, creates skilled jobs, and positions regional agriculture and food production as pillars of a robust, future-facing local industry.

Delivering on
our Mission

350k

Social Reach

100k+

website impressions
during campaigns

8k+

followers across
social platforms

3k+

event attendees
since 2018

3k+

B2B connections for
farmers, artisans &
chefs

30+

events, including a
family festival, Blue
Ridge Sprouts

Target Patrons: Age 27-58

Middle to Upper Income, College Educated & 'Cultural Travelers'





"Root to Table has profoundly deepened my connection with the community, inspiring me to highlight the importance of farmers collaborating with chefs and wineries. This relationship not only enhances shared experiences but also increased my small business revenue by 25% and expands our clientele."

Pete Smith, Owner

The Chef Feature Company

A photograph of a social gathering in a room with a large mirror and people talking. The image is overlaid with a semi-transparent blue filter. The text "Join Us as a Community Patron - Let's Talk!" is centered in a white, serif font.

**Join Us as a Community
Patron - Let's Talk!**