ROOT to TABLE®

Corporate Partnership Program

A year long partnership with the people, farms, and kitchens that feed our region.



2027 Partnership Year

grow@roottotable.org | 540.533.1853 | roottotable.org



Why Partner With Root to Table

Good food is built on long relationships. So is good partnership.

Root to Table is a nonprofit dedicated to strengthening the regional food system by bringing together the people who grow, prepare, and celebrate local food. Since its founding in 2017 through the Taste of Blue Ridge, Root to Table has connected farmers, chefs, artisans, producers, and hospitality leaders through memorable culinary experiences that foster relationships, education, and a deeper appreciation for our region's agricultural heritage.

For years, businesses have supported individual events. Our Annual Partnership Program offers a new opportunity to make a broader, year-round investment through a single sponsorship that provides twelve months of visibility across every dinner, educational series, and signature event we produce.

Your partnership does more than sponsor an event. It helps sustain our mission. Annual partners provide the flexible operating support that allows Root to Table to create meaningful experiences, champion local agriculture, strengthen regional connections, and invest in the long-term success of the food community we all share.

MISSION

To support, promote, and influence the regional food system.

VISION

An abundant, verdant, and symbiotic regional food system that nurtures a thriving community of farmers, producers, artisans, hospitality professionals, and patrons.

Who Your Brand Reaches

An engaged, values-driven regional audience that chooses to support local businesses making a positive impact.

500+	2500+	549K+	70+
Guests Across All Events Each Year	e-Newsletter Subscribers	Combined Social Media Reach	Chefs, Farmers and Artisan Partners

Combined reported reach across paid and organic Facebook and Instagram marketing over the past 12 months. Audiences may overlap.

WHAT THIS AUDIENCE LOOKS LIKE

- Regional food and wine enthusiasts with discretionary spending
- Restaurant, hospitality, and agricultural business owners
- Civic, tourism, and economic development leaders
- Visitors drawn to the region by culinary tourism

WHAT YOUR LOGO APPEARS

Spring

Field & Flame, our signature fundraiser

Summer

Salute to Women

Fall

Ember & Earth

Year-round

Culinary Series dinners and community potluck luncheons

Plus year round channels: website partner page, monthly e newsletter, Instagram, Facebook, YouTube, event programs and on site signage, press releases, and the annual report.

From Event Sponsor to Annual Partner

A more strategic investment with greater visibility and lasting value.

SPONSORING EVENT BY EVENT

- A new ask, contract, and invoice several times a year
- Visibility ends when the event ends
- Budget approvals restart each time
- Benefits vary by event and are hard to compare
- Recognition competes with a crowded one night sponsor list

PARTNERING FOR THE YEAR

- One conversation, one agreement, one invoice
- Continuous presence across every event and channel
- Predictable line item in your annual marketing budget
- A published benefits schedule you can count on
- Repeated exposure to the same audience to build recall

Partnerships run twelve months from the date of agreement, so you can align the term to your own fiscal or marketing year.



Five Ways to Partner

Every level includes logo usage rights, annual report recognition, and website listing.

$50,000
Title Partner
Naming presence on a signature event and the deepest year round integration we offer.

$25,000
Founders Circle
Prominent year-round recognition and customized opportunities for companies making significant investment in Root to Table's mission.

$15,000
Roots & Vines
For mission aligned businesses seeking creative and editorial collaboration.

$10,000
Harvest
For established companies seeking stage presence and measurable reach.

$5,000
Orchard
For local businesses seeking consistent recognition across Root to Table events and communications.

Custom and multi year agreements are welcome. Contact us to build a package.



Brand Visibility and Marketing

BENEFITS	Title $50,000	Founders Circle $25,000	Roots & Vines $15,000	Harvest $10,000	Orchard $5,000
Recognition on roottotable.org	Naming + top billing	Top billing + link	Logo + link	Logo + link	Logo
Logo on signage at every event	✓ Naming	✓ Top billing	✓	✓	✓
Logo in printed event programs	✓ Cover	✓ Top billing	✓	✓	✓
E-newsletter recognition	Banner all year	Spotlight + banner	Spotlight article	Quarterly	2 times
Dedicated social media features	12	6	4	3	2
Inclusion in event press releases	✓ In headline	✓ Named	✓	✓	✓
Branded insert in guest gift bags	✓	✓	✓	✓	✓
Right to use our logo	✓	✓	✓	✓	✓
Recognition in the annual report	Cover feature	Featured	Listed	Listed	Listed

Placement, size, and frequency are confirmed in your partnership agreement.

Access, Experiences, and Content

BENEFITS	Title $50,000	Founders Circle $25,000	Roots & Vines $15,000	Harvest $10,000	Orchard $5,000
Seats at the Chef's Table Gala	10	8	6	4	2
Tickets to other events of choice	12	10	6	6	2
Verbal recognition from the stage	✓ + remarks	✓ With remarks	✓	✓	
Sponsor appreciation farm visit	8 seats	6 seats	4 seats	4 seats	2 seats
Custom content feature	Year long campaign	Custom media session	Farm/artisan video	Blog feature	Social feature
Annual strategy session with leadership	✓ + board dinner	✓ + co marketing	✓		
First right of refusal on renewal	✓	✓	✓	✓	✓

Ticket allocations may be applied across any combination of events in the partnership year.

Underwriting & In Kind Partnerships

Available on their own or layered on top of any partnership level for added recognition.

MEDIA & PR PARTNER
$8,000 to $10,000

Earned and paid coverage across the partnership year, with reciprocal brand placement.

HOST VENUE PARTNER
$8,000

Cash or in kind. Named recognition on every invitation and program for the event you host.

DECOR PARTNER
$5,000

Florals, tablescape, and ambient design credited by name at each event.

CHINA & FLATWARE PARTNER
$3,500

Tabletop service credited in the program and in event photography captions.

LINEN & TABLE RENTAL PARTNER
$3,000

Linens, tables, and seating credited by name at the events you support.

GUEST GIFT BAG PARTNER
$2,500

Your logo on the bag every guest carries home, at every event.

In kind contributions are valued at fair market rate and receipted accordingly.

Commitment Form

Complete and return to grow@roottotable.org, or ask us to send this as a fillable form.

COMPANY NAME

PRIMARY CONTACT & TITLE

EMAIL

PHONE

MAILING ADDRESS

WEBSITE

SELECT YOUR PARTNERSHIP LEVEL

- ☐ **Title Partner** $50,000
- ☐ **Founders Circle** $25,000
- ☐ **Roots & Vines** $15,000
- ☐ **Harvest** $10,000
- ☐ **Orchard** $5,000
- ☐ **Named underwriting/in kind opportunity:** _____

SIGNATURE _____ DATE _____

Root to Table is a nonprofit organization. Contributions may be tax deductible to the extent allowed by law, less the fair market value of goods and services received. Consult your tax advisor.

ROOT to TABLE®

LET'S BUILD SOMETHING THAT LASTS

Join us for the year.

We would welcome the chance to walk through the levels with you and tailor a partnership to your marketing calendar and philanthropic goals.

grow@roottotable.org
540.533.1853
roottotable.org
Instagram,Facebook, and YouTube: **@roottotableltd**

Root to Table, formerly Taste of Blue Ridge

