

Grow Dat's Hootenanny An Annual Barn Dance Benefit

support youth leadership and urban agriculture in New Orleans

Friday April 21, 6:30pm-10:00pm at Grow Dat Youth Farm
150 Zachary Taylor Drive in New Orleans City Park



Grow Dat Youth Farm

Our mission is to nurture a diverse group of young leaders through the meaningful work of growing food. Each year, we employ 60 youth from across New Orleans at our farm in City Park. Throughout our program, youth grow produce for their community and immerse themselves in a range of leadership development and food systems workshops. We focus on deep learning and communication across race, class, gender, and sexual orientation. We believe in directly supporting the work of young people as they develop the skills and experience to be leaders in a diverse and inclusive society. Join us in supporting youth in their quest for a more just and sustainable food system.

The Hootenanny

Grow Dat's Hootenanny is our annual barn dance fundraiser. Over the past four years, the Hootenanny has grown into an event with over 500 attendees, three bands, and more than 18 restaurant partners. Supporters from across New Orleans gather for a unique evening of drinking, dining, and dancing. We have kicked up our heels to the tunes of Cedric Watson, Jeffery Broussard, and Bruce Sunpie Barnes and dined on bites from the kitchens of Susan Spicer, Emeril Lagasse, Donald Link, and more.

Join us in making this event the most successful yet! All proceeds go to support young leaders in their mission to grow 20,000 pounds of food for their community this year.

Join us as a sponsor: We need your help! Support from local businesses is *critical* to the success of our leadership program.

Why partner with Grow Dat?

- An opportunity to join the Grow Dat Family, to support New Orleans youth, and to increase community access to healthy and sustainable food.
- Corporate volunteer days: In exchange for your support we will happily organize a day out on our farm for your staff. This is an opportunity to learn about sustainable agriculture, get to know Grow Dat youth, and spend time outdoors as a team!
- The Hootenanny regularly attracts over 600 attendees from around the city. Our primary attendees tend to be local residents aged 25-45.
- The Hoot Patron Party: an early evening gathering of Grow Dat sponsors and supporters. Cocktails and passed appetizers crafted by Chef Tory McPhail of Commander's Palace and an opportunity to meet and chat with Grow Dat's Fellows.
- Marketing and media coverage
 - 4,500 Facebook Followers, 1,300 Instagram Followers, 2,000 Twitter Followers, 2K person listserv
 - Marketing for this event includes regular newspaper, radio, and television coverage
 - Posters and postcards posted across New Orleans prior to the event
 - Multiple New Orleans listservs including Tulane University's Listserv with a reach of 33,000 subscribers

SPROUT \$1,000

Invitation and Program listing; Reserved tickets for 4, Patron Party tickets for 2

CULTIVATOR \$2,500

All benefits of previous level. Listed on advanced printed marketing materials; Reserved Tickets for 8, Patron Party tickets for 4

GROWER \$5,000

All benefits of previous level. Listed on 2 or more event signs; A corporate volunteer day hosted by Grow Dat Youth Farm. Reserved tickets for 10, Patron Party tickets for 6

HARVESTER \$7,500

All benefits of previous levels. Listed on all event signage. Individual post to our Facebook and Instagram. acknowledging your contribution. Reserved tickets for 20. Patron Party tickets for 6.

PRESENTING SPONSOR \$10,000

Organization logo featured prominently on all signage at event; featured prominently on all advanced marketing materials; featured in multiple posts to our Facebook, prominent recognition on event invitation, program, and website. Two corporate volunteer days hosted by Grow Dat Youth Farm. Reserved tickets for 20. Patron Party tickets for 8.

HOOTENANNY FINANCIAL SPONSORSHIP AGREEMENT

Yes! We will be a financial sponsor for Grow Dat's annual Hootenanny Barn Dance benefit.
Friday, April 21st, 2017
Grow Dat Youth Farm, 6:30 – 10 PM

SPONSOR NAME: _____

CONTACT PERSON: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

Please circle the sponsorship level at which you would like to donate below:

- SPROUT – \$1,000
- CULTIVATOR – \$2,500
- GROWER – \$5,000
- HARVESTER – \$7,500
- PRESENTING SPONSOR – \$10,000

If you would like to make an in-kind donation, please check the following box and provide requested information:

- IN-KIND SPONSOR
 - Item(s) to be donated:
 - Estimated value:

Donations may be mailed with sponsorship agreement form to Grow Dat Youth Farm, 1 Palm Drive, New Orleans, LA 70124. Sponsorship form may also be e-mailed to clara@growdatyouthfarm.org. We cannot accept faxes.

Any questions? Please contact Clara Lyle at clara@growdatyouthfarm.org or 917.846.7418.