

GROW DAT HOOTENANNY

An Annual Benefit in support of youth leadership and urban agriculture in New Orleans



“At Grow Dat, you’re not just learning about food, you’re learning about yourself. I feel like I really discovered who I was and became more confident in what I’m able to do.”
-Carnisha, Crew Member

Friday April 20th 2018

6:00pm-10:30pm at Grow Dat Youth Farm

150 Zachary Taylor Drive, City Park

WHO ARE WE

The mission of Grow Dat Youth Farm is to nurture a diverse group of young leaders through the meaningful work of growing food. The farm is a safe and supportive work environment where young people from across the city engage in rigorous leadership development, while building relationships across race, class, gender, and sexual orientation. Each year, more than 70 high school students grow, sell, and donate 25,000 pounds of food to the community, and another 1,500 young people come to the farm to learn about food, agriculture, and the environment.

Throughout the year, Grow Dat hosts community workshops and farm dinners that invite youth and adult participants to experience a working farm in the heart of the city and to imagine a more just and sustainable food system for all.

THE HOOTENANNY



The Grow Dat Hootenanny is the annual fundraising event on our seven-acre farm in the middle of New Orleans City Park. The evening is a celebration of local food, music, and youth leadership. More than 500 guests enjoy small plates from 25 local restaurants, and dance to live zydeco and brass bands. Former performances from Jeffery Broussard and Cedric Watson. Grow Dat youth lead farm-themed games and tell stories onstage, and entrepreneurial alumni sell their wares in our eco-campus. It is a night of dining, dancing, and drinking under the stars in City Park. Go to growdatyouthfarm.org to see coverage of the Hootenanny and other Grow Dat events in The Lens, Times Picayune, the Gambit and more.

WHY PARTNER WITH US

Your investment directly supports youth leadership development in New Orleans and increases community access to healthy and sustainable food.

The Hootenanny attracts more than **500 attendees** from around the city. Participants tend to be local residents aged 25-45.

Marketing to **4,500 Facebook followers, 3,500 Instagram followers, 2,000 Twitter followers, and a 2,500 person listserv, and over 40,000 visits to our site each year**

Additional promotion includes regular **newspaper, radio, and television coverage, posters and post-cards** across New Orleans, and large community listservs including Tulane University's listserv with a reach of **33,000 subscribers**

DONOR LEVELS

GROWER: \$5,000

Offer youth from non-traditional schools additional work hours on the farm.

- Listed on advance printed and digital marketing materials an exclusive post on our social media, listed on event signage and website

- Up to 12 Hootenanny Tickets

- Four tickets to a Thank You Dinner on the Farm

- Patron Gift

CULTIVATOR: \$2,500

Hire a new Crew Member for work.

Sponsor their entire salary for our Leadership Program and outfit them with boots and a t-shirt.

- Eight Hootenanny Tickets

- Listed on advance printed and digital marketing materials and website, listed on event signage

- Two tickets to a Thank You Dinner on the Farm

SPROUT: \$1,000

Hire an Alumni Educator to lead a year of field trips for K-12 students.

- Six tickets to the Hootenanny

- Listed recognition in our program, website, and digital marketing materials

- Two tickets to a Thank You Dinner on the farm

- Patron gift

SEED: \$500

Sponsor the salary of a returning Assistant Crew Leader for one month.

- Four tickets to the Hootenanny

- Listed recognition in our program

- Patron gift