Sponsorships
Join Us

The NWI Food Council is a 100% volunteer-run 501(c)3 non-profit launched in December 2015—with programs, projects and events that work towards our mission to cultivate a just, thriving and regenerative food system for all in NW Indiana.

We are a starting point for folks to navigate a burgeoning network of local food stakeholders, a sounding board for entrepreneurs, and an accelerant for food projects.

Your sponsorship is critical to building our organization’s capacity to meet the needs of our community.
**Our Mission**

The NWI Food Council cultivates a *just*, *thriving* & *regenerative* food system for all in NW Indiana.
Our Vision

We envision a local food system where everyone has affordable access to nutritious food that is grown by regional producers using regenerative practices. Through community-based strategies, we work towards collaboration, healthy ecosystems, equity and resiliency for all in NW Indiana.

Our Focus

We actively serve Lake, Porter, LaPorte, Newton, Jasper, Starke and Pulaski Counties and provide within the food system:

- Service and Support
- Education and Outreach
- Policy and Advocacy
We take our donors’ dollars and trust very seriously. Unlike many other non-profits working to solve a focused issue, we are tasked with building a just, thriving and regenerative food system for all. We cannot do this without support and genuine relationships with our partners. Our commitment to our mission, our stakeholders and our donors has been crucial to our early and fast-paced success. Here’s just a few of the valuable relationships we’re proud of!

- Gourmet Goddess, a full service personal chef, began sourcing local ingredients from producers she met at FED.

- Acorn Acres Farms now sells products from KOYAH, Anna’s Kombucha, and Richert and Phillips Farms at their Farm Store—all three producers participated in the networking and vendor expo at FED.

- Hansing’s Happy Hens connected with Edible Michiana to help promote their product and purchased an ad in their quarterly magazine.

- The NWI Food Council connected Faith Farms, a diversified urban farm, with a rural farm Three Boys and Some Chicks for peer-to-peer training on raising egg-laying chickens.

- Following Market Wagon’s sponsorship of the FarmHop, many FarmHop participants are now considering it as a strong outlet for their products.

- Many FarmHop farms went on to provide produce and meat for County Line Orchard’s 7th annual Farm to Table Festival, which the NWI Food Council assisted with local ingredient sourcing.

- Over half of the participants on our Crown Point tour of the FarmHop attended to learn more for their own farm businesses.

- After our events, most producers have reported either new customer traffic or a new business relationship.
FED Demographics

- Age range: 14-65
- 42% Single, 58% Married
- Annual Median Income: $50,000
- Diversity: 23% Black, 59% White, 12% Hispanic, 6% Asian
- Gender: 40% Men, 58% Women, 2% Non Binary
- Over 1,000 past participants, with up to 400 highly targeted attendees annually
- Psychographics: personal development, health and global consciousness, farm viability, community development, economic development, youth education, sustainability
- Promotional Coverage: Chicagoland, NW Indiana, Central Indiana, NE Indiana, SW Michigan
- Promotional Campaign: reaches more than 100,000
The NWI Food Council will host its 4th Annual FED: Food Expo & Discussion on February 7, 2020. This day-long event continuously brings together over 200 consumers, food activists, farmers, community organizations, businesses and educators from across the region to connect, learn and inspire one another to grow and use local, sustainable food. Since 2017, producers representing more than 20,000 acres of farmland, vegetable growers, meat processors, beekeepers, buyers, vendors and consumers have attended to exchange knowledge and expand their resources.

Evaluations are consistently very positive with participants reporting they make up to and beyond 20 useful connections from this event.

For example, Allyson Straka, founder and CEO of The Frozen Garden, a northwest Indiana-based frozen smoothie producer (See https://www.thefrozengarden.com/) said:

Other comments:

“Fresh foods are more abundant in NW Indiana than I thought.”

“I was only selling at farmer’s markets, now I see a way to sell to grocers.”

“Networking was the best part of the event!”

“I found an opportunity to expand my custom organic farming.”

“Met people willing to come to the urban farm in Gary and give community workshops.”

“It’s good to find out all the resources and what is available.”

“I had lost my passion for local food issues and forgotten how much it means to me. This event rekindled my spirit and why I loved working with food in the first place.”

We were very pleased with FED and the connections we made. We have never been able to find enough farmers to keep up with our spinach demand (we currently use about 300 pounds of spinach a month). During the speed networking session, we met Dan Perkins of Perkins Good Earth Farm and he is now going to be supplying us with spinach. We also met Dan from Fairstream Farms and he is going to supply us with the carrots we need for an upcoming new recipe as well as raspberries. We also reconnected with Piazza Produce and we have since began using them to supply us with the non-local produce that we need such as bananas and avocados. All of those connections came from FED.

Allyson Straka, founder and CEO of The Frozen Garden
FarmHop Demographics

- Age range: infant - 65
- 44% Single, 56% Married
- Annual Income: $40,000
- Diversity: 23% Black, 59% White, 12% Hispanic, 6% Asian
- Gender: 30% Men, 68% Women, 2% Non Binary
- Up to 200 highly targeted attendees

- Psychographics: local food awareness, knowing where food comes from, professional development, experiential activity
- Promotional Coverage: Chicagoland, NW Indiana, Central Indiana, NE Indiana, SW Michigan
- Promotional Campaign: reaches more than 100,000

FarmHop was designed to connect consumers with the amazing work taking place every day on the Northwest Indiana farms where food is grown. The goal is to have consumers gain a new appreciation for agriculture in Northwest Indiana, and the benefits of buying locally grown food, whether they buy produce from the local Farmer’s Market or grocery store, dine at local eateries, buy ethanol gas or plant gardens for pollinators. Each year since 2017, over 100 community members attend the tours across the region:
27 FARMS VISITED
INCLUDING 12 URBAN FARMS


100% GUESTS REPORTED THEY WOULD ATTEND FARMHOP AGAIN & RECOMMEND THE EXPERIENCE TO A FRIEND.

Guest comments:

“(We learned) how important it is to shop/support local after seeing the love, passion and family dedication to their farms”

“People are doing small, sustainable ag in inspiring, unique ways”

“Every farm is unique in its purpose and strategy”

“It is possible to farm anywhere.”

“We can produce large amounts of food in small spaces.”

“This tour was amazing ... eye opening. Couldn’t have been better farms to visit.”
Lake County Eats Local

NWI Food Council, The Legacy Foundation, Purdue University Cooperative Extension, City of Gary Department of Environmental Affairs/Green Urbanism, and City of East Chicago are partnering to address high rates of food insecurity and limited fresh food access in the cities of East Chicago and Gary while also supporting local farm viability through their Lake County Eats Local program. This program is funded by the US Department of Agriculture Farmers Market Promotional Program.

The communities, designated as food deserts in Lake County, lack sufficient access to nutrient-dense fresh fruits and vegetables. The Lake County Eats Local program has established farmers markets in the Gary and East Chicago neighborhoods and work to build market capacity in order to create permanent and sustainable food access for residents. Local farmers are provided with the opportunity to sell their produce within Lake County and through smart innovative, collaborative programming, increase their revenue.

Indiana Farm Connect

Through a USDA grant, the NWI Food Council has been able to hire a value-chain coordinator for NW Indiana to connect farmers scaling to wholesale with institutional buyers—namely schools. Our value-chain coordinator, Virginia Pleasant, has been busy conducting a needs assessment of our farmers, institutional buyers and potential aggregators to build a strong network that benefits local growers and public health.

Regenerative Farm Tool and Seed Library

With generous funding from the SIA Foundation, the Crown Point Community Foundation and the Lake County Master Gardeners Association, the NWI Food Council is pleased to offer affordable access to scale-appropriate farm tools, equipment, seeds and peer support throughout NW Indiana.

In 2018, the NWI Food Council partnered to bring nearly 1 million in grant dollars to jumpstart food system programs!
# Sponsorship Opportunities

## Benefits

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<thead>
<tr>
<th></th>
<th>Harvest Sponsor</th>
<th>Grower Sponsor</th>
<th>Sprout Sponsor</th>
<th>Roots Sponsor</th>
<th>Seed Sponsor</th>
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<tbody>
<tr>
<td>Prime logo placement on all events and programs materials (printed and digital)</td>
<td>✓</td>
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<td><img src="image" alt="FarmHop program books" /></td>
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<td>Full color ad in FED and FarmHop program books</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Listing</td>
<td>Listing</td>
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<td>Prime logo placement and recognition in email campaigns</td>
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<td>Logo placement and recognition on website &amp; annual report</td>
<td>✓</td>
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<td>Recognition in press releases, radio spots, Facebook page and relevant posts</td>
<td>✓</td>
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<td>Individual recognition on event or workshop of choice (FED session/workshop, specific FarmHop tour, standalone event)</td>
<td>✓</td>
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<td>Local food gift ($100 value)</td>
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<td>Event tickets (FarmHop and/or FED Expo) &amp; FED t-shirts</td>
<td>10 Tickets &amp; 4 FED Shirts</td>
<td>6 Tickets &amp; 2 FED Shirts</td>
<td>4 Tickets &amp; 1 FED Shirt</td>
<td>2 Tickets</td>
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<td>Expo space at FED 2020</td>
<td>✓</td>
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<td>Your branding included on the FED 2020 mainstage</td>
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<td>Branding included in the Farmhop thank you gifts to participating farms</td>
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## Your Support

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<th>Roots Sponsor</th>
<th>Seed Sponsor</th>
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<tr>
<td>Expands educational offerings at FED</td>
<td>✓</td>
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<td>Expand the Double-Up Bucks initiative to double consumers’ SNAP and WIC dollars at Gary and East Chicago Farmers Markets. This empowers limited resource individuals to buy locally-grown food all while supporting farm viability.</td>
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<td>Provides scholarships for students and limited resource individuals to attend events</td>
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<td>Provides thank-you gifts to farmers during FarmHop</td>
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<td>Provides technical assistance to local farmers</td>
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<td>Expands our farm and seed library inventory and management systems</td>
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<td>Expand professional development needed to address racial inequity and farmer mental health</td>
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<td>Improves council capacity to assist community organizations and projects</td>
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• FED After Party Sponsors, Feb 7 *(Beer, Wine, Beverages, a/or Appetizers)*

• Videography and/or Photography

• FED Breakfast Sponsor, Feb 7

• FED Snack a/or Coffee Sponsor

• FarmHop Breakfast Sponsor, Aug 8 and Sept 19

• FarmHop Snack Sponsor, Aug 8 and Sept 19

• Community Social Event Venue a/or Snacks

• Workshop/Educational Event Venue, Snacks, a/or Speaker Honorarium

• Raffle a/or Silent Auction Items

• Farm Tools

• Seeds

• Educational Resource Materials

• Promotional Items *(T-shirts, print materials, etc)*

• AV Equipment *(Computers, software, projectors, sound)*

• Refrigerated Van/Truck

• Tillable Land

• A permanent Home for the NWI Food Council :)

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All across Northwest Indiana, our local food economy is waking up! Have you noticed? And helping make that happen is the NWI Food Council -- a 100% volunteer-run 501(c)3 non-profit launched in December 2015—with programs, projects and events that work towards our mission to cultivate a just, thriving and regenerative food system for all in NW Indiana.

The NWI Food Council is truly a broad reaching organization. While our volunteer-powered staff have propelled many of our programs forward, it’s our valued partnerships with the community that have accelerated our impact on the local food economy, health of the community, and empowerment of individuals and entrepreneurs.

We are now a starting point for folks to navigate a burgeoning network of local food stakeholders, a sounding board for entrepreneurs, and an accelerant for food projects—from community gardens to school cafeterias to new farming enterprises—all across the region. The community has been loud and clear about their need for regional advocate for our local food system. From fielding calls and emails from frantic farmers in crisis, to entrepreneurs and teachers seeking new opportunity and hope that change is possible—we’ve been here to help.

Your sponsorship is critical to building our organization’s capacity to meet the needs of our community. Our current programs are just the beginning and we need you to join us in cultivating a whole new food system that promotes dignity at every level and conditions for lasting change. It’s the vision we work toward day-in and day-out for our community. Thank you!

Sponsorship is a beautiful opportunity to let your stakeholders know you’re supporting local food system work. We offer a wide range of levels and opportunities for you to support local food programming while receiving exposure all year long.