Swale, a floating food forest

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ABOUT

An edible park, a public sculpture, an invitation to imagine.

Swale was a floating food forest built atop a 5,000 square foot barge that docked in public piers and welcomed visitors to forage fruits and vegetables for free, as a pilot project for Shoal. As an interactive public artwork, Swale connected New Yorkers to urban ecology through engagement with perennial food forestry, and called attention to the collective use of New York City’s land and waterways. Swale hosted tours, workshops, events, and welcomes around 500 visitors daily.

“At its heart, Swale is a call to action. It asks us to reconsider our food systems, to confirm our belief in food as a human right and to pave pathways to create public food in public space.” - Mary Mattingly, 2018
**IMPACT**

347,000 visitors from across the five boroughs, 940 guided tours, 92 school field trips, 68 free public programs and 38 Summer Youth Employees.

The Swale organization includes the first floating food forest from 2016-2019 and the Swale Lab on Governors Island as well as Shoal, the permanent floating food forest and classroom that will launch in the summer of 2024.

The Swale organization reaches a multicultural, intergenerational cross section of visitors, from ecologically-engaged waterfront visitors to young residents in our Internship Programs. We take part in dedicated outreach to youth and school groups, community gardeners, and nature deficient New Yorkers to cultivate future water and land stewards.

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Swale partners with organizations in the South Bronx, Brooklyn and on Governor’s Island to provide public programming around edible landscapes and resilient ecosystems. We organize tours and workshops for school groups, non-profit organizations and businesses. Here’s a taste of past years:

**Summer Brunch with YMPJ**
with Youth Ministries for Peace and Justice
Join Friends of Swale and Youth Ministries for Peace and Justice for brunch to celebrate summer at Concrete Plant Park on the Bronx River.

**Public Food: A Science of the Living City Panel**
with the NYC Forestry Service Urban Field Station
A panel discussion hosted by the Urban Field Station on Public Food with perspectives from the NYC Department of Parks, Partnership for Parks, National Forestry Service, Green Thumb, and Brook Park Community Garden.

**Dye Lab; plants, color, fiber**
with Callen Zimmerman of the Textile Arts Center
An experimental inquiry into plants & soils as colorant for fiber. Using ancient and modern methods of extracting color from plants and soils, we will experiment and discover the rich palette of colors using living material aboard Swale.

**Permaculture in the city**
with Claudia Joseph of the NY Permaculture Exchange
Join the founder and Director of the NY Permaculture Exchange aboard the Swale for a workshop that will teach you to take the practice of permaculture to your home landscape and wherever you go.
SHOAL

Swale was the pilot project for Shoal.

Shoal is a unique and more permanent public art project that combines a saltwater cycle with a floating food forest that grows salt-tolerant fruits and vegetables. It’s open to the public for foraging foods, recreation, learning, contemplation, and ecological stewardship.

Shoal addresses issues of food and water access in New York City, resilience against storm surges through engaging saltwater farming techniques, food forestry on public land, and engagement through art.

Stepping onto Shoal’s floating platform is an immersive experience that can alter someone’s perception of their surroundings. Being on a moving barge that looks, feels, and acts like land encourages people to reconsider their daily surroundings just by experiencing their city from a different vantage point. It helps people envision and engage in edible and ecological alternatives in New York.
SPONSORSHIPS

Swale and Shoal offer the opportunity for like-minded companies to be partners in its one-of-a-kind ecological floating island. We are excited to work with partners who are interested in activating this unique space and showcasing products and ideas worth believing in.

We create custom, tailored packages ranging from $25,000 to $250,000 and benefits include:

- Category exclusivity
- Produce unique co-branded content
- Specialized branded / VIP events
- Dedicated press release to media contacts
- Host an event or workshop
- Activation through community networks
- Featured profile in newsletter
- Introductions to key stakeholders
- Product featured on board throughout the season
- Top tier logo placement onboard, on website & in print
- Creation of unique content (video, written, print)
SPONSORSHIP BENEFITS

CAPITAL SPONSOR - $250,000
Our Capital Sponsor is available as a one-time sponsorship. The Capital Sponsor supports the building of state-of-the-art superstructure for Shoal engineered by Martin Ottaway Van Hemmen and Dolan, which is the base of the food forest.

Category exclusivity
Produce exclusivity
2 specialized branded / VIP events
Unlimited access to table on board
1 special branded workshop / public programs
Product featured on board throughout the season
Top tier logo placement onboard, on website & in print
Special feature in email newsletter

EDUCATION SPONSOR - $200,000
Shoal’s Education Sponsor is available as a one-time sponsorship. The Educational Sponsor funds a modular classroom on Shoal.

Category exclusivity
Use of Swale + Shoal in media & marketing
1 specialized branded / VIP event
2 months of access to table on board
1 special branded workshop / public program
Product featured on board for two months
Prominent logo placement on website & in print
Special feature in email newsletter
SPONSORSHIP
BENEFITS continued

**EQUITY SPONSOR - $150,000**
The Shoal staff includes volunteers and two full-time positions, each held by an environmental justice-impacted person. Our Equity Sponsor funds these positions for Shoal for one year.

- Category exclusivity for one year
- Use of Swale + Shoal in media & marketing
- 1 specialized branded / VIP event
- 1 month of access to table on board
- Logo placement on website & in print
- Product featured on board for 1 month
- Special feature in email newsletter

**FOOD JUSTICE SPONSOR - $100,000**
Swale’s Food Justice Sponsor is available as a one-time sponsorship. This Sponsor helps Swale turn plans contributed to by 130,000 New York residents into an edible forest of perennially available foods, free to forage on Shoal. Plants for Shoal’s edible forest are sourced as seedlings and saplings from local nurseries around the Tri-State area, and planted by farmers specializing in no-till agroforestry design.

- Category exclusivity for one year
- Use of Swale + Shoal in media & marketing
- 1 specialized branded workshop / public program
- 2 weeks of access to table on board
- Logo placement on website & in print
- Product featured on board for 2 weeks
- Special feature in email newsletter

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CARBON REMOVER SPONSOR - $50,000
For each pound of food harvested and for each mind changed, carbon removal can be quantified. The Carbon Remover Sponsor provides the ability to host urban farming workshops weekly throughout the year, introducing people to the benefits of urban farming and decreasing food miles.

Category exclusivity for one season
1 week of access to table on board
Logo placement on website & in print
Product featured on board for 1 week
Special feature in email newsletter

WATER ACCESS SPONSOR - $25,000
Swale’s Water Access Sponsor is key in allowing Shoal to serve different neighborhoods in New York City. The Water Access Sponsor helps move the floating island to different locations each year while improving water access for New Yorkers.

1 week of access to table on board Shoal
Logo placement on website & in print
Special feature in email newsletter
SPONSORSHIP BENEFITS continued

PACKAGES available in 2025

Basic
$100 per person offers 4 hours of programming

Deep Dive
$170 per person offers 6 hours of programming
Lunch featuring locally sourced products
Additional workshop designed specifically for your team

Sample Program
9:00 Introduction and Tour of Shoal plants and on-board systems
9:30 Hands-on urban farming
11:00 Conversation about Shoal mission, methods, and impact
11:30 Sustainable systems workshops
12:00 Engaging Shoal visitors
12:30 Creating art, together
1:00 Lunch picnic on Shoal apple orchard
2:00 Discussion focused on interests of your company and team
3:00 Depart

Community Share
$1000 per day offers the opportunity for small businesses to table on board Shoal in 2025 for a daily rate. This does not include any of the other activation benefits. Shoal provides the vendor with a table and the chance to engage with the 500+ daily visitors. Businesses are welcome to sell products on board.

$500 per day opportunity for non-profits to table on board Shoal for a daily rate. This does not include any of the other activation benefits. Shoal provides the vendor with a table and the chance to engage with the 500+ daily visitors. Businesses are welcome to sell products on board.
PRESS

‘An alternative, edible reality that could serve as a model for the city’s future.” - Mic.com

Swale’s pilot floating food forest received accolades in both local and national media.
BE IN TOUCH

Reach out to learn more about getting involved

Sponsorship
Venue Rentals
Photo and video shoots
Vending opportunities on board
Volunteering
Educational workshops, conferences, events
Programs for school groups
Concerts and film screenings

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