



# 2025 Sponsorship Kit



*Join us in connecting  
local agriculture and local people.*



## Our Mission

Valley Food Partnership connects local agriculture and local people across the Western Slope through *education, access, technical assistance, and community building*



## Our Values

*Accountability  
Diversity  
Growth Mindset  
Relationships  
Stewardship*

## OUR VISION

Valley Food Partnership is sustaining the land, producers, and healthy communities through a thriving regional food system. As a valued resource to the agricultural community, producers are growing in their capacity to meet the needs and desires of informed consumers through access to food choice, while enjoying financial success. Innovative programs support this goal and connect healthy communities around a shared purpose.

Serving as a conduit for economic vitality and advocacy for local agriculture, Valley Food Partnership is known for its sophistication and impact. Leading the organization is committed, creative, and diverse staff and board of directors. Representative of the communities served, they partner with stakeholders to create a stable and agile food system providing abundant opportunities for all.

## Our Team



**SAMMIE  
ALTERI**

Marketing and  
Community  
Outreach Manager



**BRITTANEE  
BOLDAN**

Montrose Farmers  
Market Manager



**CALLY  
HALE**

Cultivating Farmers and  
Ranchers that Thrive  
Program Manager



**CHRISTINE  
HARRINGTON**

Administrative  
Assistant



**PENELOPE  
POWELL**

Executive  
Director



**ANGELICA  
SANDOVAL**

Food Access  
Manager

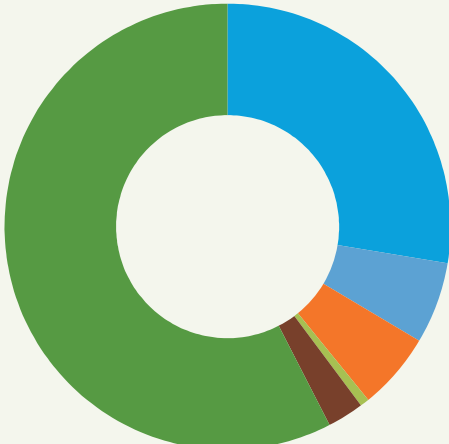


# OUR 2024 IMPACT

310+

Farmers and Ranchers Served

- Beginning Farmers and Ranchers
- BFR received high intensity support
- Producers at the MFM
- LFRX Vendors
- Agricultores
- WCSHFF Forum

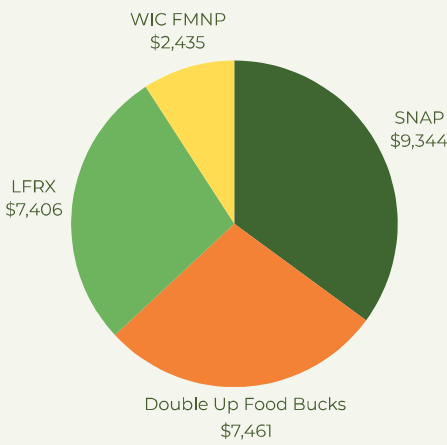


\$488,138.90

Estimated Economic Multiplier  
(calculated from the Local Food Impact Calculator)

\$26,646

Food Access Sales (Value of fresh, local food connected with low-income neighbors)



38

Educational events for farmers and ranchers



50,750+

Acres of farm land impacted



17

Community events promoting ag



53

Partner Organizations



650

Volunteer Hours



124

Neighbors impacted with cooking and nutrition classes





# 2024 PROGRAM HIGHLIGHTS



Served **102** beginning farmers and ranchers

Fiscally supported  
**5 internships**

Provided **incubator plot for 2** beginning farmers

## MONTROSE FARMERS MARKET

ESTABLISHED 1978

Brought **\$344,000** to the local economy

Supported **50+** local, small business owners

**28 vendors** supported through VFP sales tax filing service



Facilitated **16 cooking/nutrition classes** and **10 cooking demos** in both English and Spanish

Partnered with **16 referral agencies**

Expanded classes to **City of Delta**



Over **320 attendees**

**36 educational offerings:** keynotes, breakout sessions, panels, and demos

**18 scholarships** awarded to young and beginning farmers



Hosted **3 farm tours** and local food promotion

**Outreach and technical assistance** to small food retailers to **increase healthy food options for SNAP customers**



**3' No -Till Seed Drill**

**9** rentals

**33.5 acres** positively impacted with **soil health practices**

**11** unique users

# HOW YOUR SPONSORSHIP SUPPORTS...



## FARMERS AND RANCHERS

Your support enables us to invest in the people that power our local food system. Both legacy and beginning farmers and ranchers receive support in accessing multiple market channels, technical assistance to promote viable agribusinesses, regeneratively focused education, and access to diverse revenue streams through multiple voucher programs. Beginning farmers and ranchers are additionally provided holistic management curriculum, intern/mentorship, and land access. Lastly, your support helps provide social capital building opportunities for our often isolated population of producers.

## COMMUNITY

Sponsorships help restore the vital connection between agriculture, food, environment, and health that will strengthen our community. When consumers spend their food dollars locally, that money increasingly multiplies within our community. Additionally, your support also helps ensure all members of our community have access to local, nutrient dense fruits and vegetables, supporting the overall health of the people in our community. Overall, when folks feel connected to their food, they feel a sense of place, which helps generate a sense of belonging.

## NATURAL RESOURCES

Valley Food Partnership strives to be good stewards of our land and natural resources. We promote regenerative agricultural practices whenever possible, make tools available for farmers and ranchers to promote soil health, and work to keep agricultural land in agricultural hands. Your support helps protect our agricultural heritage as well as the landscape we love.



# SPONSORSHIP PACKAGES

## Seed - \$250

- Social media promotion 1/year
- Newsletter Banner Promotion 1/quarter
- Hotlinked business logo on VFP's website
- Logo in annual report



## Sprout - \$500

- Social media promotion 1/year
- Newsletter Banner Promotion 1/quarter
- Hotlinked business logo on VFP's website
- Logo in annual report
- EZCP tax credit



## Flower - \$1,000

- Social media promotion 1/quarter
- Newsletter Banner Promotion 1/quarter
- Hotlinked business logo on VFP's website
- Logo in annual report
- EZCP tax credit



## Fruit - \$2,500

- Social media promotion 1/quarter
- Newsletter Banner Promotion 1/quarter
- Print/Radio acknowledgement 1/year
- Hotlinked business logo on VFP's website
- Logo in annual report
- Featured at one event
- EZCP tax credit



## Farm - \$5,000

- Social media promotion 1/quarter
- Featured Sponsor story in annual report, email newsletter, on website, and social media
- Newsletter Banner Promotion 1/quarter
- Print/Radio acknowledgement 1/year
- Hotlinked business logo on VFP's website
- Featured at two events
- EZCP tax credit



## 2024 Marketing Reach

### Website

9,700 visits

7,900 unique visitors

17,000 page views

### Social Media

31,500 unique reaches

2,400 followers

### Newsletter

600+ unique subscribers

*If you do not see a package to meet your needs, please reach out to Penelope Powell at 970-249-0705, [penelope@valleyfoodpartnership.org](mailto:penelope@valleyfoodpartnership.org)*

# Thank you for your support of local agriculture!

**Company Name** \_\_\_\_\_

*please provide name exactly as you would like to be recognized*

☐ We have previously sponsored and our logo hasn't changed

**Mailing Address** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Contact Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

*Please provide the email for whom we should contact about sponsorships as needed*

**Website** \_\_\_\_\_

*Logo on VFP website will link directly to this site*

**Sponsorship  
Level**

*circle one*

**FARM**  
\$5000

**FRUIT**  
\$2500

**FLOWER**  
\$1000

**SPROUT**  
\$500

**SEED**  
\$250

## Payment Method:

**Check:** Please make check payable to Valley Food Partnership and mail to:

Valley Food Partnership  
PO Box 3152  
Montrose, CO 81402

**Credit Card:** Use QR code to pay online, visit [www.valleyfoodpartnership.org](http://www.valleyfoodpartnership.org), or call 970-249-0705.

*Please note VFP incurs fees for this payment method.*



*If your contribution qualifies for the EZCP Tax Credit, please send us your EIN # or the last 4 digits of your Social Security # (See next page for more information)*



# INVEST IN VALLEY FOOD PARTNERSHIP AND SAVE ON YOUR TAXES!

Valley Food Partnership is part of the Region 10 Enterprise Zone. This allows you to support aspiring and existing regional, small to medium-sized agriculture and local food-based businesses with education; mentorship/internship; land access; promotion; a marketplace to connect directly with consumers; and growth of sales through increasing produce purchasing power for individuals and families who are experiencing food insecurity. Your support in this will also allow you to receive a substantial benefit: up to a 25% tax credit above and beyond the existing charitable tax deductions through the State of Colorado and the Federal Government. This applies to all taxpayers, whether you itemize or not.

The minimum donation to VFP that can be made through the Enterprise Zone is \$250 per year.

## ENTERPRISE ZONE: Build Up Savings!

	With Tax Credit	Without Tax Credit
Donation Amount	\$1000	\$1000
Est. Federal tax savings (35% tax bracket)	350	350
Est. State tax savings (4.63% tax bracket)	46	46
State Enterprise Zone tax credit	<b>250</b>	<b>0</b>
Total tax savings	646	396
<b>Net cost of contribution</b>	<b>\$354</b>	<b>\$604</b>

**1** Make your donation  
Make your Donation to  
the Contribution Project's  
Organization.

**2** Memo that it is EZ  
In the memo section of the  
check note that it is going to  
the EZCP plus the last 4 of  
your SSN or full business EIN

**3** After Processing,  
the Enterprise Zone  
Administrator at Region 10  
will approve your  
contribution and a certificate  
will be sent via email to you  
or the VFP project contact.

**4** If it is an In-Kind  
contribution, please include  
a receipt and/or verification  
of value.

Your donation is tax deductible to the full extent allowed by law. Please check with your tax advisor to verify you are receiving the appropriate tax credit allowed. (Note: Enterprise Zone tax credits for gifts of securities are 12.5% rather than 25% as with cash gift.)

