WHO WE ARE

GrowNYC’s environmental programs transform communities block by block and empower all New Yorkers to secure a clean and healthy environment for future generations.

GrowNYC Grains has acted as the essential value chain coordinator, convener, and market booster behind the resurgence of small grains in the Northeast, bringing cereal grains and other staple crops from the research stage to commercial distribution in the country’s largest consumer market, New York City.

51
Greenmarkets
farmer’s markets

500,000
Visitors through Greenmarkets weekly during peak season

1.8 million
Page views/year on grownyc.org and an average of 47,000 individual visits/month

300
Acres of grain supported by Greenmarket bakers

75
Grain farmers and millers represented at market through the GrowNYC Grains Retail Stand

57,000+
Individuals on our email list with an average open rate of 25%

200K+
Followers on social media

70,000
Youth reached through education programs

5,000
Active volunteers
ABOUT THE HOME BAKERS MEET-UP

This breadlovers' gathering draws bakers of all skill levels for a fun night of learning, tasting, and exchanging tips, techniques and recipes. In a warm and festive setting, fellow grain devotees who use ingredients grown and milled in the Northeast find inspiration from one another and a renewed love for home baking.

The third annual 2020 Home Bakers Meet-Up will be on February 24th at Project Farmhouse, GrowNYC’s premiere sustainability center and event space. This year we expect between 100 and 150 dedicated bakers proudly toting a loaf of bread or other homemade baked delicacy, excited to share every detail about it with the best possible audience.
SPONSORSHIP LEVELS

**BEERLOVER - $1,000**
- 2 tickets to Home Bakers Meet-Up
- Logo placement in program
- Spoken acknowledgement during live event
- Logo placement on GrowNYC website
- Acknowledgement in e-newsletter (Sent to 25,000 emails)
- Listed in GrowNYC Annual Report

**BREADLOVER - $2,500**
- 4 tickets to Home Bakers Meet-Up
- The opportunity to table at the event
- Acknowledgement in social media posts (reaching a combined 130,000 Instagram followers)
- Logo placement in program
- Spoken acknowledgement during live event
- Logo placement on GrowNYC website
- Acknowledgement in e-newsletter (sent to 25,000 emails)
- Listed in GrowNYC Annual Report

**GRAINLOVER - $5,000**
- 6 tickets to Home Bakers Meet-Up
- Included in sponsor list in a full-page ad in Edible Magazine
- The opportunity to table at the event
- Acknowledgement in social media posts (reaching a combined 130,000 Instagram followers)
- Logo placement in program
- Spoken acknowledgement during live event
- Logo placement on GrowNYC website
- Acknowledgement in e-newsletter (sent to 25,000 emails)
- Listed in GrowNYC Annual Report

Your sponsorship will foster the growth of regional grains in the Northeast. Small grains and other cover crops are the core of a functioning regional farming system, have lasting environmental and economic impacts, and give consumers nutritious and flavorful options in the marketplace.
THANK YOU FOR YOUR SPONSORSHIP!

To secure your sponsorship, contact Heidi Dolnick by calling 347.237.6246 or emailing hdolnick@grownyc.org

We will be in touch right away with more detailed information including a sponsorship agreement and payment details.