

A photograph of a vast, green wheat field under a clear sky. In the distance, a red barn is visible on the right, and rolling green hills or mountains are on the left. The foreground shows several wheat stalks in sharp focus, while the rest of the field and the background are slightly blurred.

# GROW<sup>NYC</sup>

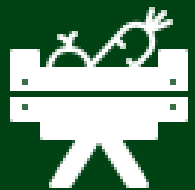
Home Bakers Meet-Up  
Sponsorship 2020



# 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

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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](mailto:hdolnick@grownyc.org)  
We will be in touch right away with more detailed information  
including a sponsorship agreement and payment details.