



Home Bakers Meet-Up Sponsorship

WHO WE ARE

GrowNYC Grains is a project to promote regional grains and flour through Greenmarket, the country's largest network of farmers markets.

GrowNYC is the sustainability resource for New Yorkers: providing free tools and services anyone can use in order to improve our City and environment.

More gardens, greenmarkets, recycling, and education for all. Helping 3 million New Yorkers who participate in our programs every year make New York City the most sustainable livable city in the world.



50

Greenmarkets
farmer's markets



500,000

Visitors through Greenmarkets
weekly during peak season



1.8 million

page views per year
on www.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 Grainstand



57,000+

individuals on our
email list with an average
open rate of 25%



200K+

followers on social media



60,000

Youth reached through
education programs



5,000

Active volunteers



ABOUT THE HOME BAKERS MEET-UP



GrowNYC Grains is pleased to invite sponsors to participate in our upcoming Annual Home Bakers Meet-up, to be held on March 4, 2019, at Project Farmhouse, GrowNYC's premiere sustainability center and event space.

This breadlovers' gathering invites bakers of all skill levels to share their samples and recipes with fellow grain geeks who use ingredients grown and milled in the Northeast. We are building on the success of our Home Bakers Meet-up in 2018, which attracted more than 100 participants. Home bakers brought their best loaf made with local grains and flour. Thanks to GrowNYC Grains' loyal local following, we expect between 100 and 150 dedicated bakers at this year's event.

Your sponsorship will support GrowNYC Grains' critical work to build the marketplace for grains grown and milled in the northeast. We are educating and connecting growers, processors, bakers and chefs -- sparking a rise in demand for local grains while helping ensure the crop supply and processing infrastructure are there to meet that demand. Your sponsorship will enable us to continue fostering this burgeoning regional grains economy that connects resilient farmers to the city marketplace.





SPONSORSHIP LEVELS



GROWNYC GRAINS HOME BAKERS MEET-UP BREADLOVER - \$500

- Two tickets to the Home Bakers meet-up
- Logo placement in program booklet
- Acknowledgement during live event
- Acknowledgement on GrowNYC Grains/Greenmarket webpages
- Acknowledgement in e-newsletter blasts (Sent to 1,700 GrowNYC Grains emails and 23,000 Greenmarket emails.)

GROWNYC GRAINS HOME BAKERS MEET-UP GRAINLOVER - \$1,000

- The opportunity to table at the event
- 4 tickets to the Home Bakers Meet-up
- Logo placement in program booklet
- Acknowledgement during live event
- Acknowledgement on GrowNYC Grains/Greenmarket web pages
- Acknowledgement in e-newsletter blasts (sent to 1,800 GrowNYC Grains emails and 23,000 Greenmarket emails)
- Acknowledgement in social media posts (reaching 2,000 Regional Grains Project Instagram followers and a combined 95,000 Greenmarket Instagram followers)



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.

