

Access of West Michigan

**WALK  
FOR  
GOOD  
FOOD**



HEALTHY - GREEN - FAIR - AFFORDABLE

MAY 5, 2019

# SPONSORSHIP PACKET





# WHAT IS THE ACCESS WALK FOR GOOD FOOD?



The Access Walk for Good Food is an annual 5k walk through downtown Grand Rapids. The goal of the Walk is to fund organizations who are addressing root causes of food insecurity and poverty through their work. We enlist the people in our community to raise awareness and financial support for 20 local and nonprofits. The work of the recipient organizations fall under our Good Food Systems values in which healthy (food that provides nourishment and enables people to thrive), fair (food that no one along the production line was exploited during its creation), affordable (food that all people have access to), and green (food that was produced in a manner that is environmentally sustainable) food are available to all.

This work ranges from community gardening projects, food systems policy work, nutrition programs, food pantries and gleaning programs, to food justice and community development initiatives. These organizations are not only meeting immediate needs, but are working to create a just, healthy, and sustainable food system.

In the past 41 years the Walk has raised over \$6 million for dozens of local and international non-profit organizations. Our Goal this year is to have over 1,000 walkers and raise over \$110,000!

# WHY SPONSOR?

When we walk together, we take a public stand against the injustices that abound in our food system and the barriers that keep many families from overcoming poverty. Participants often walk with family and friends, sharing the joy of standing with organizations who represent the value of social good. Businesses who sponsor the event are investing into organizations committed to developing wholistic and innovative solutions to poverty.

## DO GOOD: SUPPORT THE WALK FINANCIALLY

Business sponsors directly fund the 20 non-profit recipients of the Walk. In addition to sponsoring financially, consider forming a walk team from your business to involve employees in a healthy activity for a great cause.



## SHOW GOOD: DEMONSTRATE YOUR BUSINESS' COMMITMENT TO THESE VALUES

- HEALTH: Refusing to settle for unhealthy, highly processed food.
- SUSTAINABILITY: Advocating for eco-friendly food production.
- FAIRNESS: Choosing to purchase food from non-exploited workers.
- AFFORDABILITY: Working to make healthy food options accessible to everyone.
- COMMUNITY: Strengthening one another through shared experiences and working together.
- VISION: we are in the business of long-term, sustainable change that moves toward creating a Good Food system for all

## MEET GOOD: EXPOSE YOUR BRAND TO NEW CONSUMERS WHO SHARE YOUR VALUES

Sponsoring the Access Walk for Good Food makes your business more visible, appealing, and exciting to West Michigan consumers. Through the Walk platform, your business information will reach thousands of people across West Michigan.



WILL YOU JOIN US IN BUILDING A STRONGER COMMUNITY BY SPONSORING THE ACCESS WALK FOR GOOD FOOD?

# SPONSORSHIP BENEFITS

\*Sponsorship benefits apply only if sponsorship confirmation is received by March 15, 2019. Please note on your sponsorship application which organization you are sponsoring so they can receive their sponsorship benefits.



**GROUND BREAKER**  
\$150

Name recognition on our Walk web page  
Name recognition on social media blasts

**THE ABOVE LISTED BENEFITS PLUS:**

Inclusion of your business card in walkers' bags

Name recognition on e-newsletter

Logo exposure on our Walk web page

**THE ABOVE LISTED BENEFITS PLUS:**

Inclusion of your company information/pamphlet in walkers' bags

Logo exposure on e-newsletter

**THE ABOVE LISTED BENEFITS PLUS:**

Name included on walkers' bags

Mission statement exposure on Walk web page

Sharing of quote from your spokesperson on social media

**THE ABOVE LISTED BENEFITS PLUS:**

Onstage recognition at event kick-off

Logo exposure at event registration table

Inclusion of your company gift in walkers' bags

Logo exposure on our website's main page

**THE ABOVE LISTED BENEFITS PLUS:**

Logo exposure on social media

Logo exposure at event photo booth

Mention of your name in pre-event press release

Mention of your name in post-event e-newsletter and social media posts

Ability to display company banner at Kickoff

**THE ABOVE LISTED BENEFITS PLUS:**

You will be given one booth along the route or at the Kickoff site at which to hand out materials/promotional items from your business

Water booth (along the route, 4 available)

Photo booth (at Kickoff, 1 available)

Veggie + Fruit Face Paint Booth (at Kickoff, 1 available)

Veggie + Fruit Chalk Draw Booth (at Kickoff, 1 available)

Other Fun Food Festival Booth of your creation (at Kickoff) (Supplies will be provided for each booth)

Donate a minimum of 25% of walker purchases to the Walk, and we'll tell walkers to head to your restaurant/food establishment immediately following the Walk (4pm-7pm)

If your business is along the Walk Route, we will highlight your business on the Walk map (No above listed benefits apply. This can be added onto any other benefit level)

Healthy snacks & water bottles for walkers (800 water bottles & snack items needed) creation of walker gifts

including: drawstring bag, water bottle, pin, wristband, etc. film & photography of event printing of maps & other walk information



**SEED PLANTER**  
\$350



**SPROUT TENDER**  
\$600



**PLANT PRUNER**  
\$1,000



**GREEN GROWER**  
\$2,000 (50% goes to your sponsored organization)



**CROP HARVESTER**  
\$3,000 (50% goes to your sponsored organization)



**BOOTH SPONSOR**  
\$4,000 (50% goes to your sponsored organization)



**AFTER PARTY CELEBRATION SPONSOR**



**WALK ROUTE SPONSOR**  
\$500



**IN-KIND SPONSOR**

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TO GET STARTED WITH YOUR  
**SPONSORSHIP**  
PLEASE CONTACT:

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