

WALK SPONSORSHIP OPPORTUNITIES



The annual Access Walk for Good Food, taking place May 1-11, 2022, supports Access of West Michigan as well as an additional 10 community organizations committed to working towards a Good Food System. This work includes community gardening, local farming, fresh markets, meal programs, food justice advocacy, and community development initiatives. By sponsoring, your business/organization maximizes your community impact by investing in a thriving food system for all. You will also receive the marketing benefits listed below throughout the event!

This year our fundraising goal is \$90,000, fundraised by 750 walkers. We will host an in-person kick off on May 1 followed by opportunities to participate virtually and walk in your own neighborhood through May 11. For more information, visit <http://accessofwestmichigan.org/walk>.

SPONSORSHIP LEVELS AND BENEFITS:

GROUND BREAKER
\$250

Name recognition on our Walk web page
Name recognition on social media blasts, 2,000+ followers
Name recognition in e-newsletter, sent to 2,100+ recipients
Name recognition on banner at kickoff event

SEED PLANTER
\$500

THE ABOVE LISTED BENEFITS PLUS:
Logo exposure on e-newsletter and Walk web page
Name listed in Access printed newsletter

SPROUT TENDER
\$1,000

THE ABOVE LISTED PLUS:
Mission statement exposure on Walk web page
Sharing of quote from your spokesperson on social media
Logo printed on banner at kickoff event

GROWER
\$2,500

THE ABOVE PLUS:
Logo in Access printed newsletter
Sponsor for a day of the Walk: company banner on Access' cover photo for the day, shared blog post about company.

HARVESTER
\$5,000

THE ABOVE PLUS:
Representative invited to speak at kickoff event or via video to be shared on social media
Mention of your name in pre-event press release
Mention of your name in post-event e-newsletter and social media posts

Yes, I want to sponsor the Walk for Good Food at the _____ sponsorship level.

Please accept my: Sponsorship Pledge of \$_____. Please send an invoice for amount pledged.
 Sponsorship Support (included) of \$_____.

Business/Organization Name: _____ Contact Name: _____

Phone Number: _____ Email Address: _____

Mailing Address: _____

Please return this form to Leila Villa by email: leila@accessofwestmichigan.org
or by mail: Access of West Michigan, 1700 28th Street SE, Grand Rapids, MI 49508.