

Farm to Table (aux)®

BENEFITING REALITY CHANGERS

CREATE A RIPPLE WITH A

SPONSORSHIP

THURSDAY, APRIL 11, 2024
JULEP VENUE, SAN DIEGO, CA

APRIL 11, 2024
SAN DIEGO

Farm to Table(aux) brings together community-minded, philanthropic art & food lovers to enjoy a feast of fresh and seasonal dishes prepared by local chefs and farmers alongside the imaginative productions and performances of local artists and entertainers.

GUEST PROFILE

250 guests expected

Individuals and couples ages 25 to 85

Key influencers, tastemakers, connectors

Charity supporters, socially conscious and community-minded

Creative, outside-the-box thinkers

Community Advocates

Enjoy wine and unique cuisine

On average, guests donate/spend \$200-\$600 per event

REALITY CHANGERS'

INAUGURAL

Farm to Table(aux)[®]



ABOUT US

Reality Changers prepares youth to become first-generation college graduates and agents of change in their communities.

FUNDS RAISED AT FARM TO TABLE (AUX) SUPPORT:

- Tutoring
- Mentorship
- College application help
- Scholarship & financial aid assistance
- Workshops for college students
- Career advising & professional development

THE REALITY CHANGERS DIFFERENCE

- We serve **underrepresented** and **overlooked** youth – students from backgrounds which are underrepresented on college campuses and who may not consider themselves “college material”.
- It isn't enough to just help first-generation students get into college. We get youth **to, through, and beyond** college; providing services in 8th grade through early career.
- We believe that **everyone deserves the opportunity to go to college**, regardless of prior academic performance and financial resources. We help students identify the 2 and 4-year schools that are the right fit for them.

BY THE NUMBERS

- **1,500 individuals served** in School Year '22-'23 (*8th grade through early career and families*)
- Reality Changers participants are **seven times more likely** to graduate college than their similar peers.
- We have had **3,300 program graduates** since 2001
- The Class of 2023 earned more than **\$10.4 million in scholarships and grants** for 4 years of college
- On average, a bachelor's degree **increases an individual's lifetime earnings by 84%**



MARKETING STRATEGY

PRINTED SAVE-THE-DATE: A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. **Expected audience: 1,100**

NEWSLETTERS/E-PROMOTIONS: Newsletters will be emailed to the entire network of Reality Changers supporters. **Subscribers: 7,250**

WEBPAGE: The Farm to Table(aux) and Reality Changers websites will be updated with event and sponsor information and include links to sponsor webpages.

SOCIAL MEDIA: With an audience of over **10,700 followers** spread across four social media outlets, Reality Changers will link followers to our mission, our sponsors, and their messages through dynamic and engaging content.

PROGRAM: Distributed to all attendees at the event, the program includes event details, sponsor recognition, Reality Changers program information, and live and silent auction item descriptions.

MEDIA: Press release sent to all major local outlets, pitches to targeted journalists for television and magazine coverage.

AND MUCH MORE



\$25,000 EXCLUSIVE PRESENTING SPONSOR

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) (*i.e. Farm to Table(aux) Benefiting Reality Changers Presented by "Your Company Name/Logo Here"*).

PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- A \$25,000 investment in education access
- Welcome remarks from company representative
- Acknowledgement as the exclusive Presenting Sponsor and logo on all print and electronic promotional materials
- Acknowledgement in event press releases, website (logo), e-blasts (logo), and social media posts
- Dedicated social media post (10,700 followers) & newsletter article (7,250 subscribers) with logo included
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Opportunity to place a premier item in Lagniappe swag bags (event-appropriate items only)
- VIP Tickets for two tables (prominent table locations and premium wine or champagne)
- First right of refusal for presenting sponsorship of the 2025 FTT event



\$15,000 DIAMOND SPONSOR

- A \$15,000 investment in education access
- On-stage verbal recognition during the seated program and prominent signage at the event
- Acknowledgement in event press releases, website (logo), e-blasts (logo), and social media posts
- Dedicated social media post (10,700 followers) & newsletter article (7,250 subscribers) with logo included
- Opportunity to place a premier item in Lagniappe swag bags (event-appropriate items only)
- Logo inclusion in the event program
- VIP Tickets for one table (prominent table location with premium wine or champagne)

\$10,000 GOLD SPONSOR

- A \$10,000 investment in education access
- On-stage verbal recognition during the seated program and prominent signage at the event
- Acknowledgement in event press releases, website (logo), e-blasts (logo), and social media posts
- Dedicated social media post with logo included (10,700 followers)
- Opportunity to place a premier item in Lagniappe (event-appropriate items only)
- Logo inclusion in the event program
- VIP Tickets for one table



\$5,000 SILVER SPONSOR

- A \$5,000 investment in education access
- Signage at the event
- Acknowledgement in website (logo), e-blasts (logo), and social media posts
- Opportunity to place a premier item in Lagniappe swag bags (event-appropriate items only)
- Name inclusion in the event program
- VIP Tickets for 4 guests

\$2,500 BRONZE SPONSOR

- A \$2,500 investment in education access
- Signage at the event
- Acknowledgement in website, e-blasts, and social media posts
- Opportunity to place a premier item in Lagniappe swag bags (event-appropriate items only)
- Name inclusion in the event program
- VIP Tickets for 2 guests



ADDITIONAL OPPORTUNITIES

All sponsorships included acknowledgement on the event website, social media, on signage and in the printed program at the event. (Print deadline: January 12, 2024)

TABLEAUX VIVANT - \$5,000 (4 available) *Benefits Include:* Your logo next to the tableaux and recognition in the printed program + 4 individual VIP tickets.

MYSTÈRE BOX RAFFLE - \$2,500 (1 available) *Benefits Include:* Your brand featured on the Mystère Box, Logo on all raffle materials + 2 individual VIP tickets.

LAGNIAPPE - \$2,500 (1 available) *Benefits Include:* Your logo on one side of a high-quality tote bag or box + 2 individual VIP tickets.

BEVERAGE SPONSOR - \$2,500 (3 available) Sponsor a wine or beer tasting station in the Soiree or the dinner wines on the table. *Benefits Include:* Your logo on table signage + 2 VIP tickets.

HYDRATION STATION - \$1,500 (1 available) *Benefits Include:* Your logo on signage + 1 individual ticket

Farm to Table(aux)[®]

BENEFITING REALITY CHANGERS

SPONSOR REGISTRATION

Presenting (\$25,000) Diamond (\$15,000) Gold (\$10,000) Silver (\$5,000) Bronze (\$2,500)

Other \$ _____

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

Check enclosed for \$ _____ payable to Reality Changers. Please mail to: PO Box 50220, San Diego, CA 92165

Charge my Credit Card for \$ _____ Return form via MAIL to: PO Box 50220, San Diego, CA 92165

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____

Billing Address : _____ City/State: _____

Zip Code: _____ Signature: _____

CREATING A WIN-WIN!

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship. Please Contact: Dawn Wensel at dawn@realitychangers.org

**tax deductibility of donations will be determined after sponsorship is finalized.*