

Austin Fermentation Festival



Sponsor Levels

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TEXAS
FARMERS MARKET
LAKELINE | MUELLER

AUSTIN FERMENTATION FESTIVAL

EVENT INFORMATION

DATE: October 22, 2017

TIME: 10am-4:30pm

LOCATION: Barr Mansion, 10463 Sprinkle Rd, Austin, TX 78754

ANTICIPATED ATTENDEES: 2,000

EVENT DESCRIPTION: The Austin Fermentation Festival includes a day of fermentation workshops including hands-on activities, keynote address by Sandor Katz, a community culture swap, fermented foods and product vendors, book sales, food for purchase, fermented beverages, live music, silent auction, and a mini farmers' market.

Proceeds from this event will benefit the Texas Farmers' Market Farmer Emergency Fund, which allows us to offer financial assistance to farmers and ranchers in times of environmental, personal or other crisis. Last year's event raised more than \$7,000 for farmers and ranchers in times of need.

TICKETS: \$20 (\$25 week of festival) includes all demonstration style workshops, \$60 (\$65 week of festival) VIP admission includes access to VIP lounge, ticket to one of the hands-on workshops, front row seating option and one drink ticket.

MEDIA: (development in progress)

- hashtag **#fermentatx #austinfermentationfestival2017**
- Print, radio, local television and other media planning in progress, will likely include Edible Austin, KUT/KUTX Sponsorship with Field and Feast, Austin Chronicle, Austin American Statesman feature, Sun Radio and more TBD

2016 WORKSHOPS EXAMPLES:

- Winery Panel featuring McPherson Cellars, Pedernales Cellars & William Chris
- Beer Workshop, Independence Brewing
- Sauerkraut with Karen Diggs, Kraut Source
- Kombucha 101 with Buddha's Brew Kombucha
- Miso & Koji with Charles Shuo and Bradley Nicholson, Barley Swine
- Yogurt Basics with Amanda Love, The Barefoot Cook
- Fermented Drinks with Hannah Crum, Kombucha Kamp
- Hands-On Fermented Pickles with Kate Payne, Hip Girl's Guide to Homemaking
- Hands-On Fermented Breads with Easy Tiger
- Hands-On Fermenting with Kitchen Scraps with Emmer & Rye
- Interactive Cheese Workshop with Dos Lunas Cheese
- Fermented Foods with Every Meal with Whole Foods Market

ABOUT TEXAS FARMERS' MARKET

Texas Farmers' Markets at Lakeline and Mueller are organized under F2M Texas, a 501(c)4 non-profit corporation that provides Central Texas farmers and ranchers beneficial, direct-marketing opportunities and provides Central Texans a wide variety of locally-produced foods in convenient locations. F2M Texas also educates the public about nutritional, economic, environmental, and social implications of eating seasonally and locally.

Learn more about us at www.texasfarmersmarket.org

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Instagram: @texasfarmersmarket

Twitter: @TFMLakeline & @TFMMueller

Facebook: facebook.com/CedarParkFM & facebook.com/TFMMueller

Snapchat: txfarmersmarket

TFM FARMER EMERGENCY FUND

The Farmer Emergency Fund is a grant-making arm of Texas Farmers' Market created in order to support farmers, ranchers and all producer vendors during times of medical, environmental or other crisis. Any current Texas Farmers' Market Association member is eligible to apply. Grants range in size based on fund availability. View application process at <http://texasfarmersmarket.org/farmer-emergency-fund/>.

SPONSORSHIP LEVELS

SPONSOR LEVEL: Community Sponsor

AMOUNT: \$5,000

SPONSOR LEVEL PUBLICITY BENEFITS:

- Logo on press release, banners, posters and website
- Full page ad in Festival program (\$1,400 value)
- Mention on every stage during introduction
- Free 10 x 10 vendor booth where WFM may promote offerings, demonstrate fermentation projects, vend fermentation-related or complimentary food & beverages (must be approved by TFM staff, includes required tent canopy)
- Access to professional photographs captured from the event
- 4 VIP Admission Tickets (\$240 Value)
- 2 dedicated posts on all TFM social media outlets thanking business for sponsorship and/or sharing relevant business events/messaging with TFM audience (2 separate images/text required from sponsor)

SPONSOR LEVEL: Premiere Sponsor

AMOUNT: \$2,500

SPONSOR LEVEL PUBLICITY BENEFITS:

- Logo on banners, posters and website
- ½ page ad in Festival program (\$700 value)
- Includes a 10 x 10 area of booth space and the ability to sell product and market your product or service (proposed products subject to TFM approval, does NOT include required tent canopy)
- Includes product giveaway in Austin Fermentation Festival raffle
- 4 VIP Admission Tickets (\$240 Value)
- 2 dedicated posts on all TFM social media outlets thanking business for sponsorship and/or sharing relevant business events/messaging with TFM audience (2 separate images/text required from sponsor)

SPONSOR LEVEL: Business Sponsor

AMOUNT: \$1,000

SPONSOR LEVEL BENEFITS:

- Logo on poster and website
- 1/4 page ad in Festival program (\$400 value)
- Includes a 10 x 10 area of booth space and the ability to sell product and market your product or service (proposed products subject to TFM approval, does NOT include required tent canopy)
- 4 General Admission Tickets (\$100 Value)
- 1 dedicated post on all social media outlets thanking business for sponsorship

SPONSOR LEVEL: Partner Sponsor

AMOUNT: \$500

SPONSOR LEVEL BENEFITS:

- Logo on poster, website and event guide
- Includes a 10 x 10 area of booth space and the ability to sell product and market your product or service (proposed products subject to TFM approval, does NOT include required tent canopy)
- Includes 2 General Admission Tickets (\$50 Value)
- 1 dedicated post on all social media outlets thanking business for sponsorship