



Valley Food
PARTNERSHIP

2024 Sponsorship Kit

Discover how you can help connect local agriculture and local people



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About Us

Mission

Connecting local agriculture and local people

Vision

Valley Food Partnership envisions a resilient food system that sustains the land, producers, and healthy communities

Since 2011, Valley Food Partnership (VFP) has worked throughout the Western Slope to live our mission and realize our vision. We recognize that in order to achieve this tall order, VFP cannot have a singular focus, but rather must have an ecosystem of programs and services working together, alongside stakeholders, across the food system. We employ education, access, and community building as our strategies.



We provide **education** to producers on regenerative agricultural practices and support the next generation with training in whole farm holistic decision making and business acumen. VFP also provides education for consumers on ways to access local food, as well as cooking and nutrition education.



Access is an important issue for the next generation of producers - access to education, market channels, social connections, and land. Access is equally important to consumers - especially those with fewer resources. We support access by providing assistance programs at the Montrose Farmers Market and produce incentive vouchers through our cooking and nutrition program.



Lastly, in a time when people are feeling divided yet craving connection, VFP provides intentional **community building** opportunities at the Montrose Farmers Market, through Cultivating Farmers and Ranchers that Thrive, in the nutrition/cooking classes, and at the annual Western Colorado Soil Health, Food and Farm Forum.

Meet Our Team



Penelope Powell
Executive Director



Christine Harrington
Administrative Assistant



Cally Hale
Cultivating Farmers and Ranchers that Thrive Program Manager



Jeanette Osland
Cultivating Farmers and Ranchers that Thrive Project Specialist



Sammie Alteri
Montrose Farmers Market Project Manager



Liz Swank
Montrose Farmers Market Coordinator



Angelica Sandavol
Food Access Coordinator



Samantha Wynne
Local Foods Promotion Program Manager

Measuring Our Impact in 2023



CULTIVATING FARMERS AND RANCHERS THAT THRIVE

- Served 122 beginning farmers and ranchers of which 22 participated in our core, year long course.
- Of those 22, 41% were from a special emphasis audience - veteran, speciality crop, and limited resource
- Fiscally supported 6 mentor/internship matches and provided incubator plot to 2

MONTROSE FARMERS MARKET

- 41 weeks, rain or shine, of supporting over 50 local, small business owners
- Brought over \$360,000 to local economy and over \$12,000 in taxes
- Averaged 400 summer weekly customers
- Provided nearly \$20,000 in SNAP, DUFEB, and WIC sales
- Hosted 5 special events



LOCAL FARMACY RX



- Served 31 low-income families, in both English and Spanish
- Reinvested over \$6,000 with 13 local farmers
- Collaborated with River Valley Health Clinic to pilot new partnership

W. CO SOIL HEALTH FOOD & FARM FORUM

- Sold out event with over 300 attendees from across the food system, with 60% of attendees in production
- 36 educational offerings: keynotes, breakout sessions, & plenary panels
- Friday night chili dinner with live music and cash bar



OTHER ACTIVITIES

- Regional collaboration to promote wholesale (schools, restaurants, etc.) purchasing of local foods through marketing and farm tours
- Rental of a 3' no-till seed drill to promote soil health practices
- Fed over 200 people a free, locally sourced lunch at our inaugural Stone Soup MFM Appreciation Event
- Supported group of Hispanic farm workers to explore formation of a cooperative

Benefits for Sponsors

Your financial support helps Valley Food Partnership connect local agriculture and local people. We support farmers and ranchers in our valley and we help community members access healthy, local food.



Support Farmers, Ranchers

Your support enables us to invest in the people that power our local food system. Both legacy and beginning farmers and ranchers receive support in accessing multiple market channels, technical assistance to promote viable agribusinesses, regeneratively focused education, and access to diverse revenue streams through multiple voucher programs. Beginning farmers and ranchers are additionally provided holistic management curriculum, intern/mentorship, and land access. Lastly, your support helps provide social capital building opportunities for our often isolated population of producers.

Support Community

Sponsorships help restore the vital connection between agriculture, food, environment, and health that will strengthen our community. When consumers spend their food dollars locally, that money increasingly multiplies within our community. Additionally, your support also helps ensure all members of our community have access to local, nutrient dense fruits and vegetables, supporting the overall health of the people in our community. Overall, when folks feel connected to their food, they feel a sense of place, which helps generate a sense of belonging.

Support the Land

Valley Food Partnership strives to be good stewards of our land and natural resources. We promote regenerative agricultural practices whenever possible, make tools available for farmers and ranchers to promote soil health, and work to keep agricultural land in agricultural hands. Your support helps protect our agricultural heritage as well as the landscape we love.

Sponsorship Packages



Seed - \$250

Social media promotion 1/year
Newsletter Banner Promotion 1/quarter
Hotlinked business logo on VFP's website
Logo in annual report



Sprout - \$500

Social media promotion 1/year
Newsletter Banner Promotion 1/quarter
Hotlinked business logo on VFP's website
Logo in annual report
EZCP tax credit



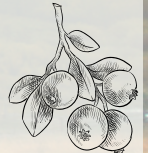
Flower - \$1,000

Social media promotion 1/quarter
Newsletter Banner Promotion 1/quarter
Hotlinked business logo on VFP's website
Logo in annual report
EZCP tax credit



Fruit - \$2,500

Social media promotion 1/quarter
Newsletter Banner Promotion 1/quarter
Print/Radio acknowledgement 1/year
Hotlinked business logo on VFP's website
Logo in annual report
Featured at one event
EZCP tax credit



Farm - \$5,000

Social media promotion 1/quarter
Featured Sponsor story in annual report, email newsletter, on website, and social media
Newsletter Banner Promotion 1/quarter
Print/Radio acknowledgement 1/year
Hotlinked business logo on VFP's website
Featured at two events
EZCP tax credit



2023 Marketing Reach

Website

9,100 visits
7,200 unique visitors
16,000 page views

Social Media

18,000 unique reaches
2,400 followers

Newsletter

600+ unique subscribers

If you do not see a package to meet your needs, please reach out to Penelope Powell at 970-249-0705, penelope@valleyfoodpartnership.org



INVEST IN VALLEY FOOD PARTNERSHIP AND SAVE ON YOUR TAXES!

Valley Food Partnership is part of the Region 10 Enterprise Zone. This allows you to support aspiring and existing regional, small to medium-sized agriculture and local food-based businesses with education; mentorship/internship; land access; promotion; a marketplace to connect directly with consumers; and growth of sales through increasing produce purchasing power for individuals and families who are experiencing food insecurity. Your support in this will also allow you to receive a substantial benefit: up to a 25% tax credit above and beyond the existing charitable tax deductions through the State of Colorado and the Federal Government. This applies to all taxpayers, whether you itemize or not.

The minimum donation to VFP that can be made through the Enterprise Zone is \$250 per year.

ENTERPRISE ZONE: Build Up Savings!	With Tax Credit	Without Tax Credit
Donation Amount	\$1000	\$1000
Est. Federal tax savings (35% tax bracket)	350	350
Est. State tax savings (4.63% tax bracket)	46	46
State Enterprise Zone tax credit	250	0
Total tax savings	646	396
Net cost of contribution	\$354	\$604

1 Make your donation
Make your Donation to
the Contribution Project's
Organization.

2 Memo that it is EZ
In the memo section of the
check note that it is going to
the EZCP plus the last 4 of
your SSN or full business EIN

3 After Processing,
the Enterprise Zone
Administrator at Region 10
will approve your
contribution and a certificate
will be sent via email to you
or the VFP project contact.

4 If it is an In-Kind
contribution, please include
a receipt and/or verification
of value.

Your donation is tax deductible to the full extent allowed by law. Please check with your tax advisor to verify you are receiving the appropriate tax credit allowed. (Note: Enterprise Zone tax credits for gifts of securities are 12.5% rather than 25% as with cash gift.)



Thank you for your support of local agriculture!

Company Name _____

please provide name exactly as you would like to be recognized

We have previously sponsored and our logo hasn't changed

Mailing Address _____

Contact Name _____

Contact Phone _____

Email _____

Please provide the email for whom we should contact about sponsorships as needed

Website _____

Logo on VFP website will link directly to this site

Sponsorship Level
circle one

FARM
\$5000

FRUIT
\$2500

FLOWER
\$1000

SPROUT
\$500

SEED
\$250

Payment Method:

Check: Please make check payable to Valley Food Partnership and mail to:
Valley Food Partnership
PO Box 3152
Montrose, CO 81402

Credit Card: Use QR code to pay online, visit www.valleyfoodpartnership.org, or call 970-249-0705.
Please note VFP incurs fees for this payment method.

