

America the Beautiful Fund

725 15th St. NW, Suite 605, Washington, DC, 20005 (202) 638-1649



January 20, 2011

Greetings and Happy New Year!

Planning for the fourth annual Rooting DC Urban Garden Forum is well underway. **We would like to invite you to support this well-attended, fun and informative community event!**

Over 500 gardeners are expected to attend Rooting DC on Saturday, February 19, 2011. Rooting DC is an annual urban gardening forum organized by an all volunteer 'staff' that is now in its fourth year. Last year we leveraged \$3,500 of support and produced a program valued at more than \$55,000. Rooting DC is a **free**, day long program that offers workshops, round-table discussions, lunch and information fair. Programs in 2011 will focus on food security and nutrition issues, including a track of workshops on schoolyard gardening, to share information and resources regarding the recently passed DC Healthy Schools Act. We will educate the public, especially those in food insecure communities, about the production (growing), distribution (getting fresh food to all people equitably), preparation (cooking and serving), and preservation (freezing, canning) of fresh produce – grown locally, sustainably, and without harmful chemicals.

The primary focus of Rooting DC is to provide education about urban food production and consumption, to cultivate health, and preserve the environment. Our goal is to promote food security and encourage consumption of fresh foods among DC's low and moderate income residents through urban agriculture and increasing access to fresh, nutritious foods in ways that are affordable and sustainable.

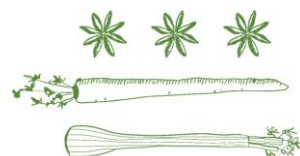
With one in 5 children going to bed hungry every night in DC, while we simultaneously have one of the highest childhood obesity rates in the nation, it is clear that we have some serious food and nutrition issues to tackle. Our goal is to promote food security and encourage consumption of fresh foods among DC's low and moderate income residents through urban gardening and increasing access to fresh, nutritious foods in affordable ways.

We need your support to make this event a success! Attached, please find the levels of sponsorship available to you and your business so that you may support the growing community of gardeners interested in seeing a healthier, happier DC.

Sincerely,

Katie Rehwaldt
Coordinator

Bea Trickett
Coordinator



ROOTING DC

*America the Beautiful Fund is serving as the non-profit fiscal sponsor for Rooting DC;
all contributions are fully tax-deductible.*

Rooting DC Sponsorship Levels

Sponsor: \$1000+

Sponsors provide Rooting DC with a tax-deductible contribution of at least \$1000. **Sponsorship response deadline: February 4th**

Sponsors will receive:

- ✓ Logo and name appears prominently on all Rooting DC press and on-site signage
- ✓ Logo and name appears on the front of Rooting DC printed event program as “Sponsored By”
- ✓ Mention in event press releases as “Sponsored By”
- ✓ Logo will be projected behind keynote in the Auditorium in continuous loop with other sponsors
- ✓ Logo, name, and web link appears prominently on www.rootingdc.org as “Sponsored By”
- ✓ Passes for 4 employees of Sponsor to attend Rooting DC on February 19, with 4 special "Sponsor" recognition badges to be worn at the event
- ✓ Free reservation of an 8 foot vending table at the information fair

Partner: \$300-999

Partners provide Rooting DC a tax-deductible contribution of \$300-\$999 or with donated items or services for the event with a retail value of \$300-\$999. Please call to discuss in-kind contributions. **Partnership response deadline: February 4th**

In-Kind and Contributing Partners will receive:

- ✓ Logo and name appears on the back of Rooting DC printed event program
- ✓ Logo, name, and web link appears on www.rootingdc.org
- ✓ Passes for 2 employees of Donor to attend Rooting DC on February 19, with 2 special "Partner" recognition badges to be worn at the event
- ✓ Reservation of a full 8 foot table at the info fair

Vendor: \$100/table vendor fee (*not tax-deductible*)

Rooting DC is now allowing vending at the forum – sell your wares to over 500 gardeners and healthy food advocates for a nominal \$100/table vendor fee. **Vendor registration deadline: February 4th**

Supporter: In-kind contribution up to \$100 in value

Support our silent auction fundraiser by providing a prize valued up to \$100! The fundraiser will be held Wednesday, February 2nd at Wonderland Ballroom. Supporters will be recognized with printed logo displays at the fundraiser event. **Supporter contribution deadline: January 31st**

Please contact Katie at (202) 638-1649 or katie@america-the-beautiful.org to pledge your **TAX-DEDUCTIBLE** support for Rooting DC 2011! **PLEASE NOTE: Print deadline for program and other day-of materials is February 4th!! Please call Katie to become a Sponsor or Partner and ensure that your logo is on all our printed materials!**

Monetary donations can be made by sending a check made out to “America the Beautiful Fund/RDC” to: **725 15th St. NW, Suite 605, Washington, DC 20005** or online at www.freeseeds.us by clicking on Give Direct (please add Rooting DC to the comments section).

We thank you in advance for any support you are able to give!