

America the Beautiful Fund

2521 University Place NW, Washington, DC, 20009 (202) 638-1649



January 12, 2012

Greetings and Happy New Year!

Planning for the fifth 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 18, 2012. Rooting DC is a **free**, day long program that offers gardening workshops, hands-on cooking demonstrations, round-table food policy discussions, lunch, and an information fair – all free and open to the public! Programs in 2012 will focus on food security and nutrition issues, including a track of workshops on schoolyard gardening, and sustainability. Rooting DC aims to 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. Rooting DC is an annual urban gardening forum organized by an **all volunteer 'staff'** – in 2011, we leveraged \$3,500 of support to produce a program valued at more than \$55,000!

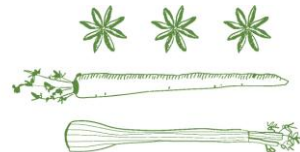
In order to raise funds for Rooting DC, we will be holding our **2nd Annual Silent Auction on Thursday, February 2nd**. Last year, the auction raised \$750 and we are aiming to double that amount this year. The success of our Silent Auction and the 2012 Rooting DC Forum are credited largely to donations made by local businesses, whose generous gifts of financial support and in-kind contributions allow us to continue our work.

We need your support now to make Rooting DC 2012 a success! **We are counting on you and your business to support Rooting DC at a level that feels generous to you.** Attached, please find the levels of sponsorship available so that you may join us in supporting the growing community of gardeners working together for a healthier, happier DC! Thank you in advance for your willingness to support our efforts, and for making a difference in our community!

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+

Response Deadline: February 3rd

Sponsors will provide Rooting DC with a tax-deductible contribution (or with donated items or services with a retail value) of at least \$1000. Please call to discuss in-kind contributions.

In-Kind and Contributing 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”
- ✓ Special “Sponsor” recognition name badges to be worn by your representatives at the event
- ✓ Free reservation of a full 6' vending table at the information fair
- ✓ Free full page ad (4.5”x8”) in the printed program – black ink only

Partner: \$300-999

Response Deadline: February 3rd

Partners will provide Rooting DC a tax-deductible contribution (or with donated items or services with a retail value) of \$300-\$999. Please call to discuss in-kind contributions.

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
- ✓ Special “Partner” recognition name badges to be worn by your representatives at the event
- ✓ Reservation of a full 6' vending table at the information fair
- ✓ Free half page ad (4.5”x4”) in the printed program – black ink only

Silent Auction Supporter: Any in-kind contribution under \$300 in value

Deadline: January 31st

Support our silent auction fundraiser by providing items for bid! The auction will be held **Thursday, February 2nd** at the Looking Glass Lounge. Silent Auction Supporters will be recognized with printed logo displays at the fundraiser event.

Vendor: \$100/table fee (NOT tax-deductible)

Registration deadline: February 3rd

Sell your wares to over 500 gardeners and healthy food advocates for a nominal \$100/table vendor fee. Vending tables are 6' long and will be part of the information fair visited by all attendees. Call us for details!

Advertising in Event Program: \$50-100 (NOT tax-deductible)

Deadline: February 3rd

Share your message with our attendees with a half or full page advertisement in our program booklet, distributed to all 500 attendees! Ads will be printed in black ink only on bright green paper.

- Half page ad 4.5”x4” \$50
- Full page ad 4.5”x8” \$100

Please contact Katie at (202) 638-1649 or katie@america-the-beautiful.org to pledge your **TAX-DEDUCTIBLE** support for Rooting DC 2012! **PLEASE NOTE: Print deadline for program and other day-of materials is February 3rd!! 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: **2521 University PI NW, Washington, DC, 20009** or online at www.RootingDC.org

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