

THE FARM GAMES HOEDOWN SPONSORSHIPS

Hello from City Farm SLO! We are a nonprofit, regenerative farm in San Luis Obispo. Since 2013, City Farm SLO has been empowering the next generation to live healthier, more prosperous lives through sustainable agriculture and farm-based education. Each year, approximately 2,500 local youth and many more community members participate in life-changing programming on our urban farm.

On August 15th, 2026, we'll host our annual fundraiser: **The Farm Games Hoedown**. We are celebrating the **International Year of the Woman Farmer** alongside the United Nations, highlighting the vital role women play in global agriculture—producing up to 80% of the world's food—while addressing critical barriers to land, credit, and education.

We are expanding our sponsorship opportunities this year, just like we continue to expand our farm. In this sponsorship deck, you will find **opportunities to sponsor the entire event or a specific piece of it**. Each level of sponsorship has unique branding opportunities and event tickets to choose from. Additional tickets are available for purchase.

Each of our event sponsors will be additionally recognized as a **City Farm SLO Corporate Partner** in 2026-2027, providing continued visibility beyond the event.

City Farm SLO is a 501(c)(3) nonprofit organization, and all contributions are tax-deductible.

Yeehaw!!

The Team at City Farm SLO



Sign up to become a sponsor at cityfarmslo.org/hoedown

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(Tax ID #20-3447329). Contact Krista Elmore at krista@changecollectivecc.com with questions.

HELP US CELEBRATE THE INTERNATIONAL
YEAR OF THE WOMAN FARMER!



THE FARM GAMES HOEDOWN SPONSORSHIPS



PRESENTING SPONSOR - \$15,000

You are the foundation we need to grow! **Your logo will be included in all event marketing**, including a logo lockup of the event name, The Farm Games Hoedown Presented by XYZ, featured on event signage, the printed program, social media, the event website, and more. Your company will be prominently featured as a **City Farm SLO Corporate Partner** for one year and be given a **full table of 8** for the event.

SEEDLING SPONSOR -\$5,000

You're helping us thrive. **Your logo will be included in all event marketing**, including event signage, the printed program, social media, the event website, and more. Your company will be recognized as a **City Farm SLO Corporate Partner** for one year and a **half table for 4** for the event.

SPROUT SPONSOR - \$2,500

You're helping plant for the future. **Your name or logo will be included in most event marketing**, including event signage, the printed program, social media, the event website, and more. Your company will be recognized as a **City Farm SLO Corporate Partner** for one year and will include **2 tickets** for the event.

NURTURE SPONSOR - \$1,000

You create excitement for the farm. **Your name or logo will be included in most event marketing**, including event signage, the printed program, social media, the event website, and more. Your sponsorship includes **1 ticket** for the event.

MENU OF BRANDED OPPORTUNITIES

Want a more customized sponsorship? Select an opportunity from the list below to have your company's logo featured in a unique way. Want to create a custom sponsorship? Outreach to Krista Elmore at krista@changecollectivecc.com to create your own.

\$5,000

Benefits for all \$5,000 Level Sponsors Include: Logo on all event marketing materials, recognition as a City Farm SLO Corporate Partner for one year, and 4 event tickets.

BRANDED GLASS SPONSOR - Picture your logo in the hands of every guest at our event! This keepsake will not only provide delicious beverages at the event, it will also be a great keepsake and reminder of your partnership with City Farm SLO for guest to take home.

MISSION MOMENT SPONSOR - Tie your company with the most important moment of the event - our mission moment. Whether we create a video or have a chosen speaker, your logo will be present during this featured moment onstage.

MOBILE BIDDING SPONSOR - Get your event day marketing a few days early when we open up mobile bidding for our silent auction. Your logo will be prominently featured in our online system.

LIVE AUCTION SPONSOR - See your logo present on all live auction slides and in a featured pre-event marketing e-blast all about our live auction lots that will exclusively be available at our event.

AUTOMOBILE SPONSOR - Make a grand statement as the first brand our guests encounter. Your vehicle will be showcased at the main entrance of Rancho Toro y Oso, serving as a stunning centerpiece for arrival photos.



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BRANDED OPPORTUNITIES

\$2,500

Benefits for all \$2,500 Level Sponsors Include: Logo included in most event marketing materials, recognition as a City Farm SLO Corporate Partner for one year, and 2 event tickets.

TEAM SPONSOR (4 AVAILABLE) - The best entertainment for our event is the Hoedown Games happening during the cocktail hour. Four teams will compete for Farm Fame (bragging rights) and each team needs a sponsor! Let's get your logo on a team t-shirt.

HOEDOWN SPONSOR - What's a hoedown without some great music? We're excited to welcome back The Mother Corn Shuckers to our event and we want you to be the featured sponsor while they play. You'll have special signage or a holding slide while the dancing commences.

CENTERPIECE SPONSOR - We'd love to feature some of our farm's own greenery in the centerpieces and we'd love to showcase your logo as the centerpiece sponsor. We'll even let our guests take those centerpieces home.

SEEDLING SWAG SPONSOR - We want all our guests to leave as stewards of our land, so we'll be providing a small seedling packet to each guest's place setting with your logo on it.

\$1,000

Benefits for all* \$1,000 Level Sponsor Included: Name or logo included in most event marketing materials, recognition as a City Farm SLO Corporate Partner for one year, and 1 event ticket.

COCKTAIL NAPKIN SPONSOR (2 AVAILABLE) - Your logo will be featured on a colored napkin and placed at tasting stations throughout the event space.

RESTROOM SPONSOR - We want to provide lotions and potions to our patrons. Your logo will be present on the basket of goodies available for guests' use.

PARKING SPONSOR - Be the first to welcome our guests with a directional parking sign and your logo on it.

REGISTRATION SPONSOR - Help us upgrade our registration process and welcome guests with ease! We'll have your logo placed at registration and checkout.

TABLE SPONSOR* - Want to help support City Farm SLO with a full table buyout and a little bit of marketing love? Become a full table sponsor for \$1,000, which includes a **full table of 8 with your company's logo placed in the centerpiece**. No other marketing benefits are included.