



Dunbar Neighborhood Center  
477 Windsor St. SW  
Atlanta, GA 30312

**September 24, 2011**

12pm – 8pm

[www.organicgardenfest.com](http://www.organicgardenfest.com)

## **SPONSORSHIP PACKAGE**


### **OVERVIEW**

Harvest Fest is the Southeast's largest celebration combining organic gardening, entertainment and good ole fashion fun with an educational-filled day featuring presentations on maintaining a healthy lifestyle, sustaining communities, environmental issues, food preparation demonstrations, tai chi, children's pavilion and an extensive marketplace. Designed to promote healthy living and ways to sustain and improve our communities, the 3rd Annual Harvest Fest will be attended by thousands who will be nourished both educationally and musically by leading health practitioners and international musical bands.

Hosted by leading media personalities and celebrities the 3<sup>rd</sup> Annual Harvest Fest is destined to be one of the most attended events of the summer enriched with the objectives of sustaining and improving the communities, the environment, promoting safe and healthy food, protecting our natural resources and strengthening local economies while promoting the health and well being of the consumer.

### **BACKGROUND**

HABESHA, Inc. is a volunteer-based 501(c)3 non-profit organization founded in 2000 that is committed to the education and uplifting of children who live in areas where there is a high rate of poverty, crime, and violence and whom may be "at risk" because of environmental or other circumstances. Currently HABESHA, Inc. has several programs, including the Sustainable Seeds: Urban Organic Gardening Project, the LIONHEART Male Leadership Program, and the Black To Our Roots Educational Tour. The primary goals of HABESHA are to 1) Cultivate a love amongst the youth for their heritage and culture; 2) Cultivate intuition, creativity, emotional health, self-




control and confidence in children; 3) Cultivate leaders, scholars, organizers, and builders for the transformation of the world and social order; 4) Instill a sense of belonging in parents, children, teachers and the larger community by promoting the concept of the extended family; 5) Promote and practice tolerance through reasoning and comprehension.

## **HARVEST FEST HIGHLIGHTS**

- Internationally known herbalist and botanist including Dr. Kweku Andoh from Ghana and Sister Eshe the Herb Sista
- Presentations on natural living and farming techniques that can be practiced in your back yard.
- Vendors from many sectors including food, produce and various services and community organizations
- Musical entertainment from International leading recording artists
- Youth presentations
- Hands-on demonstrations including gardening, tai chi, and sustainable housing

## **MARKETING**

- Our extensive marketing campaign covers viral, experiential, street and grassroots
  - Extensive viral campaign via an extensive mailing list of health conscious and those environment conscious individuals, groups, organizations and associations.
  - Radio spots on WRFG, WCLK, WAOK and several online and alternative radio stations with an audience of over 1 million people.
  - Harvest Fest hosted by some of the leading radio personalities in Atlanta
  - Press release serviced to local print, radio and television stations
  - 10,000 4-color flyer
  - Aggressive street marketing
  - Expected attendance 3,000
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## **SPONSORSHIP OPPORTUNITIES**

### **\$2,500 Sponsorship**

#### Pre-Event Marketing

- Company Logo on mailouts
- Company logo on 10,000 flyers
- Presented By "your company" on all materials
- Logo and hyper link on event website
- Company Logo prominently displayed on all advertising material
- Promotional interview on local media outlets
- Company brand name mentioned in commercials
- Business profile on website and in the resource guide

#### On Site Marketing

- Promotional piece giveaway/sampling on site
- Vending space for non food items
- Company banner on display on site
- Ad in official program

#### Post-Marketing

- Logo on all follow-up press releases
- 2 yearly passes to all HABESHA events
- Harvest Fest Mailing list



## **\$1,500 Sponsorship**

### Pre-Event Marketing

- Company Logo on mail outs
- Company logo on 10,000 flyers
- Logo and hyper link on event website
- Company Logo prominently displayed on all advertising material
- Company brand name mentioned in commercials
- Promotional interview on local media outlets
- Company logo on packaging and mentioned on limited edition of the Harvest Fest mix-tape

### On Site Marketing

- Vending space for non food items
- Company banner on display on site
- Ad in official program

### Post-Marketing

- Logo on all follow-up press releases
- 2 yearly passes to all HABESHA events

## **\$750 Sponsorship**

### Pre-Event Marketing

- Company Logo on mail outs
- Company logo on 10,000 flyers
- Business shout-outs on mix-tape circulation 10,000

### On Site Marketing

- Vending space for non food items
- Small Company banner on display on site

### Post-Marketing

- Logo on all follow-up press releases
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## \$300 Sponsorship

### Pre-Event Marketing

- Company Logo on mail outs
- Company logo on 10,000 flyers

### On Site Marketing

- Vending space for non food items

### Post-Marketing

- Logo on all follow-up press releases

## \$150 Sponsorship

### On Site Marketing

- Vending space for non food items

### Post-Marketing

- Logo on all follow-up press releases

## THANKS TO OUR PAST SPONSORS

