

3RD ANNUAL

# HOEDOWN

TO BENEFIT



Weavers Way Community Programs

SATURDAY, JUNE 25  
5 TO 9 P.M.

WEAVERS WAY FARM  
AT AWBURY ARBORETUM

1011 E. Washington Lane  
Philadelphia, PA 19138



## ABOUT THE HOEDOWN:

The third annual Hoedown will be an evening of locally sourced, farm-fresh food, live music, and outdoor games, all against the backdrop of the 2-acre Weavers Way Farm, located on the grounds of Awbury Arboretum.

Kicking off the summer season with a down-on-the-farm Saturday night social, the Hoedown attracts Philadelphia's most socially conscious individuals and young families — those who are actively invested in supporting local business, sustainable foods, and the environment. Tickets for the Hoedown are priced affordably for the younger generation and families, and they are an extraordinary value for live entertainment and a farm-to-plate dinner, with complete vegetarian/vegan options.

**Tickets are \$38 (early bird, \$33; day of, \$45), \$15 for ages 6-15 (early bird, \$12).**

**A family pack (two adults and up to two children 15 & under) is \$85.**

## SPONSORSHIP OPPORTUNITY:

100% of sponsorship support for the Hoedown will benefit Weavers Way Community Programs' farm, nutrition, and culinary education programs for underserved children and families. For more info about WWCP, visit [www.weaversway.coop/wwcp](http://www.weaversway.coop/wwcp).

## VALUE FOR SPONSORS:

- WWCP empowers children, youth, and families with the values and knowledge to be healthy, strong, and informed through experiential activities centered on urban agriculture, nutrition, and the cooperative economy.
- Business-to-consumer marketing of your brand and products through exposure to local food enthusiasts, sustainably minded consumers, and Weavers Way Co-op members and shoppers.
- Positive alignment with shared mission: Weavers Way Co-op works to sustain a healthy planet, promote environmentally sound products and practices, encourage and support local and organic farming, and act with environmental consciousness in all endeavors.

## HOW FUNDS WILL BE USED:

WWCP's farm programs reach children in pre-K through 12th grade, as well as adults, with fun hands-on and conceptual education: They learn about nutrition, ecology, and social justice by planting, harvesting, exploring, tasting, and talking, on farms and in gardens, all within the city limits.

## SPONSORSHIP TERMS AND CONDITIONS:

See the reverse for the many benefits offered to our sponsors, as well as levels of involvement. In-kind donations with a value equivalent to a sponsorship level will receive the benefits of that sponsorship level. All additional in-kind donations are greatly appreciated and donors will be recognized as Supporting Sponsors.

## HOW TO GET INVOLVED:

Contact Rachel Reynolds  
WWCP Development & Communications Manager  
at 215.843.8289 or [rreynolds@weaversway.coop](mailto:rreynolds@weaversway.coop).

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## Weavers Way Community Programs

	Barn Burner Presenting Sponsor \$1,050	Line Dance Sponsor \$500	Square Dance Sponsor \$250
<b>Benefits</b>			
Acknowledgement in social media (including tagging, sharing, and cross-posts)	★	★	★
Featured in social media	★	★	
Special mention in social media posts	★		
Acknowledgement in <i>The Shuttle</i> * (monthly print distribution of 10,000)	★	★	★
Small logo printed in <i>The Shuttle</i> *		★	
Prominent promotion and logo printed in <i>The Shuttle</i> *	★		
Acknowledgement on website and Hoedown event web page	★	★	★
Small logo on website and Hoedown event web page		★	
Prominent promotion and logo placement on website and Hoedown event web page	★		
Acknowledgement in Weavers Way Co-op eNews (11,600 opt-in email subscribers)	★	★	★
Verbal acknowledgement at Hoedown	★	★	★
Logo on all promotional materials (e.g. postcard)†	★	★	
Name on Hoedown event banner ‡			★
Prominent promotion of logo on Hoedown event banner		★	
Major promotion of logo on Hoedown event banner	★		
Promotional table at the Hoedown	★	★	
Private VIP tour of the Weavers Way Farm at Awbury	★		
Opportunity to address Hoedown attendees between band sets	★		

† Sponsorship commitment must be made by Monday, April 18, 2016.

\* Sponsorship commitment must be made by Wednesday, May 4, 2016.

‡ Sponsorship commitment must be made by Thursday, June 2, 2016.

WWCP puts on three unique events each year, the first of which is the Hoedown. To learn about our Urban Farm Bike Ride and Farm to Table Dinner, contact Rachel Reynolds. There is a 5% discount for sponsorship of two events and a 10% discount for sponsorship of the entire series.