

Farm to Table(aux)®

BENEFITING RYKER'S RAINBOW



POPI GOES THE WARHOL

Farm to Table(aux)

BENEFITING
RYKER'S RAINBOW

Friday, May 10, 2024 | 6 - 10 PM
The Royal at Stovehouse
farmtotableaux.com/huntsville



Farm to Table(aux) brings together community-minded, philanthropic art & food lovers to enjoy a feast of fresh and seasonal dishes prepared by local chefs and farmers alongside the imaginative productions and performances of local artists and entertainers.

GUEST PROFILE

Individuals and couples ages 21 to 90

Key influencers, tastemakers, connectors

Charity supporters, socially conscious and community-minded

Creative, outside-the-box thinkers

Community Advocates

On average, guests donate/spend \$200-\$600 per event





Help Us Build the Garden Capital Campaign Project

Within just the 12 hospitals we partner with, over 400 families are affected by pregnancy, infant or child loss *each year*. And most do not have a special place to go to honor or celebrate the memory of their loved one. On donated property in the heart of Jones Valley, Ryker's Rainbow has formalized plans to build a peace garden for bereaved families featuring a walking labyrinth, three memory walls holding the names of babies gone too soon, a pergola with park benches and swings, and a place to gather as a community. It would be an honor to share more details with you.

OUR MISSION: To provide tangible, financial and emotional support to families who experience the loss of a pregnancy, infant or child.

OUR MOTTO: "Be the Light"

Ryker was born on the Summer Solstice, the longest day of light in a year. And when we think of him, we think of light. It is our hope that together with you, we may give and bring light to families on what is likely their darkest days.

OUR STORY: On June 20, 2020, Ryker Owen Schoff was called to his Heavenly home. While searching for support groups for families who have lost babies and children, we saw an immediate need for an organization to not only support families while *in* the hospital, but to walk alongside them throughout their grief journey. Ryker's Rainbow was formed so families know they are not alone, and to date, has served hundreds of not only local families, but many families across the US.

CORE PROGRAMS

Tangible Resources

- Blessing Boxes
- Sibling Support Packages

Financial Resources

- Assisting with final arrangement expenses or other costs related to the loss
- Purchase of life-saving and time-giving equipment to hospitals

Emotional Resources

- The Five Candles: Annual Dinner of Remembrance
- Annual Tinsel Trail Tree at Downtown Huntsville
- Quarterly Loss Mama Meet-Ups

Coming Soon: Community Peace Garden



MARKETING STRATEGY

Save-the-Date: A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. **Expected Audience: 5,000+**

Printed Invitation: The full-color event invitation will be distributed to current sponsors, guests, targeted donors and supporters approximately 8-12 weeks before the event. The invitation will include recognition for confirmed sponsors and event details. **Expected Audience: 1,000+**

Newsletters/E-Promotions: Newsletters will be emailed to the entire network of the Ryker's Rainbow supporters as well as through partnership and collaboration channels. **Expected Audience: 1,000+**

Webpages: The Ryker's Rainbow & Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

Social Media: Ryker's Rainbow and strategic partners will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content. **Expected Audience: 3,000+**

Program: Distributed to all attendees at the event, the program includes sponsor recognition, Ryker's Rainbow information, and live auction item descriptions.

+ MUCH MORE!



\$25,000 EXCLUSIVE PRESENTING SPONSOR

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux) Benefiting Ryker's Rainbow, Presented by "Your Company Name/Logo Here").

PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- A \$25,000 investment in Ryker's Rainbow.
- Exclusive recognition as presenting sponsor with name or logo incorporated in Farm to Table(aux) event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching Ryker's Rainbow and FTT followers
- Link to your company website from Ryker's Rainbow and FTT websites
- Welcome remarks from company representative onstage at the event
- On-stage verbal recognition during the seated meal and prominent signage at the event
- First right of refusal for presenting sponsor of the 2025 FTT Event
- Two prominent tables with seating for 16 guests
- Ongoing: Company Name on plaque at memory garden + Company Name as sponsor of 20 blessing boxes



\$15,000 EXCLUSIVE HOST SPONSOR

This includes your name/logo incorporated into all event collateral. Your company name will be associated with everything involving Farm to Table(aux).

HOSTING SPONSORSHIP BENEFITS INCLUDE:

- Acknowledgement as the exclusive Host Sponsor and logo on all print and electronic promotional materials
- Acknowledgement in all press releases associated with the event, e-blasts and social media
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching Ryker's Rainbow and FTT followers
- Opportunity to place a premier item in swag bags (event-appropriate items only)
- First right of refusal for presenting sponsorship of the 2025 FTT event
- Prominent table seating for 8 guests
- Ongoing: Company Name as sponsor of 15 blessing boxes



EVENT SPONSORSHIPS

\$10,000 DOUBLE RAINBOW SPONSOR

- A \$10,000 investment in Ryker's Rainbow
- On-stage verbal recognition during the seated program and prominent signage at the event
- Opportunity to place a premier item in lagniappe bag (event appropriate items only)
- Name-inclusion in the event program and invitations when secured 90 days prior to event
- Logo recognition on event signage, event e-blasts, printed program and program slide show
- Dedicated social media thank you post
- Prominent table seating for 8 guests
- Ongoing: Company Name as sponsor of 10 blessing boxes

\$5,000 SINGLE RAINBOW SPONSOR

- A \$5,000 investment in Ryker's Rainbow
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only)
- Logo recognition on event signage, event e-blasts, printed program and program slide show
- Dedicated social media thank you post
- Table seating for 4 guests

\$2,500 RAY OF LIGHT SPONSOR

- A \$2,500 investment in Ryker's Rainbow
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only)
- Name-inclusion on event signage, event e-blasts, printed program and program slide show
- Dedicated social media thank you post
- Table seating for 2 guests



FEATURED SPONSORSHIPS

For Featured Sponsorships, your logo will also be included on event splash page, pre-event eblasts, social media shout-outs, and print program

- Memory Wall Tableaux Vivant - \$7,500** (1 available) Guaranteed to be the most meaningful photographic opportunity of the evening, this tableaux will serve as a visual of the Ryker's Rainbow community garden. Families + Guests will be welcomed to walk the labyrinth, then add the name of a baby or child gone too soon to the memory wall. **Benefits Include:** Your logo + 6 individual tickets
- Tableaux Vivant - \$5,000** (3 available) Celebrate the theme of the evening by sponsoring one of our unique tableaux that will keep our guests entertained during the Soiree portion of the evening. One of the most unique and highly anticipated components of the event, your logo will be sure to stand out alongside this art come to life. **Benefits Include:** Your logo displayed on signage next to your sponsored Tableaux + 4 individual tickets
- Printed Glassware - \$5,000** (1 available) See your logo in the hands of all Farm to Table(aux) guests! These glasses are used on event day for all wine and beverage samples and guests are invited to take them home. **Benefits Include:** Logo on each wine glass + 4 individual tickets
- Strike a Pose - \$5,000** (1 available) Get excited as guests "Strike a Pose" in front of a fabulous backdrop that has your logo on it. Your logo will receive exposure during the event but will continue to live on once the photos are posted, liked, and shared on social media. **Benefits Include:** Logo on photo opportunity backdrop + 4 individual tickets
- Mystère Box Raffle - \$5,000** (1 available) A hundred raffle tickets for sale, and only 1 will hold the winning match to an amazing mystery prize item that's held in the Mystère box display! This is your chance to have your brand featured at the Mystère Box and to be a part of the fun onstage as the box is opened and winner announced! **Benefits Include:** Opportunity for sponsor representative to go onstage with emcee to reveal Mystère Box contents and draw/select, then announce the winner. Logo on signage + 4 individual tickets
- Mission Moment - \$5,000** (1 available) An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. This high impact sponsorship includes verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by..." Or, "This moment made possible by...", etc. **Benefits Include:** Logo recognition + 4 individual tickets



FEATURED SPONSORSHIPS CONTINUED

- ❑ **Live Auction - \$5,000** (1 available) Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantees just that! Receive logo recognition on the Live Auction preview e-blast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction. **Benefits Include:** Logo recognition + 4 individual tickets
- ❑ **Silent Auction - \$2,500** (1 available) As guests bid to their heart's content on fabulous Silent Auction packages, your logo would be represented in this prime location! Receive logo recognition on the silent auction preview eblast, social media posts, all silent auction description pages, on our website, and verbal recognition from stage during opening remarks. **Benefits Include:** Logo recognition on bidding sheets or mobile bidding platform + 2 individual tickets
- ❑ **Lagniappe - \$2,500** (1 available) Every guest loves going home with an extra something at the conclusion of an event and your sponsorship will help make this happen. **Benefits Include:** Logo will be placed on one side of a high-quality tote bag or box, event signage, eblasts, + 2 individual tickets
- ❑ **Stage Crew - \$2,500** (1 available) Be a part of encouraging the hardest working people in the room – our amazing volunteers! Be associated with this generous group with your logo highlighted on their volunteer shirts and displayed throughout volunteer announcements. **Benefits Include:** Branding exposure on the 15+ "Stage Crew" T-shirts + 2 individual tickets
- ❑ **Artisan Cocktail - \$2,500** (1 available) This cocktail station will be the artistic alcoholic creation of the evening that all guests will enjoy! Be the brand they see as they experience these fabulous sips. **Benefits Include:** Logo included at the cocktail station + 2 individual tickets
- ❑ **Hydration Station - \$1,500** (3 available) Help our attendees stay hydrated as they enjoy a fabulous evening benefitting Ryker's Rainbow. With art, food, and cocktails tantalizing the senses, water and other non-alcoholic beverages are a must! **Benefits Include:** Logo recognition + 1 individual ticket
- ❑ **Sweet Treat Sponsor- \$1,500** (2 available) Elegant signage to include your logo on the desserts / dessert station or packaging. **Benefits Include:** Logo recognition + 1 individual ticket



SPONSOR REGISTRATION

- Presenting (\$25,000)
 Hosting (\$15,000)
 Double Rainbow (\$10,000)
 Single Rainbow (\$5,000)
 Ray of Light (\$2,500)
 Custom \$ _____

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

Check enclosed for \$ _____ payable to Ryker's Rainbow
Please mail to: 6585 Highway 431 South, Suite E451, Owens Cross Roads, AL 35763

Charge my Credit Card for \$ _____ *Return form via email to lacey@rykersrainbow.org*

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____

Billing Zip Code: _____ Signature: _____

CREATING A WIN-WIN!

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship. Please Contact: Lacey Schoff at lacey@rykersrainbow.org

**tax deductibility of donations will be determined after sponsorship is finalized.*