

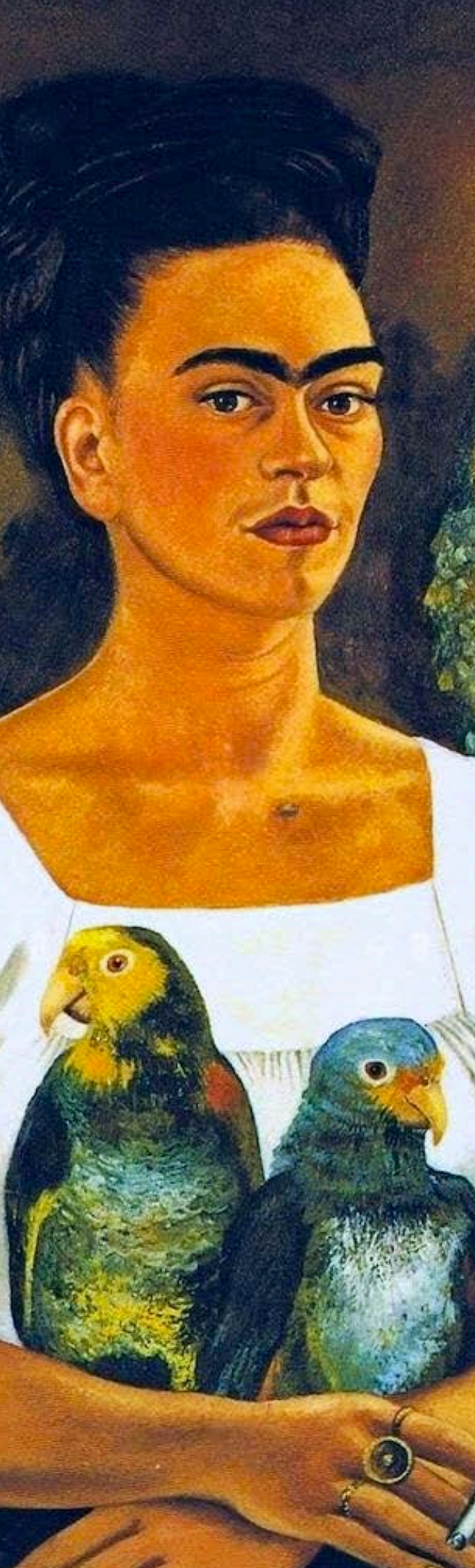
*Farm to Table(aux)*<sup>®</sup>  
BENEFITING RYKER'S RAINBOW



ALL FUN, FABULOUS, AND FRIDA!

SPONSORSHIP OPPORTUNITIES





# JOIN US!

Friday, May 1, 2026 | 6:00 - 10:00 PM  
STOVEHOUSE

**Farm to Table(aux) Huntsville** gathers community-minded individuals who are drawn to the intersection of philanthropy, art, and food. The unforgettable evening unfolds like a living gallery, where cuisine becomes canvas, performances transform into brushstrokes, and artistic displays tell stories of imagination, purpose, and hope. At the heart of this masterpiece is **Ryker's Rainbow**, with its mission and life-changing work woven into every detail, inviting guests to create a lasting impact in the community through their support.

## GUEST PROFILE

- Individuals and Couples 21 and Older
- Key Influencers, Tastemakers, Connectors
- Charity Supporters, Socially Conscious and Community-Minded Individuals
- Creative, Outside-the-Box Thinkers
- Wine and Unique Cuisine Connoisseurs







## 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 nearly 700 families in our local community, as well as many families across the United States.

## 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.

## 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
- Father's Day Event
- Annual Tinsel Trail Tree at Downtown Huntsville
- Quarterly Loss Mama Meet-Ups
- Community Prayer Garden
- Sibling Gatherings & More



# MARKETING STRATEGY

## PRINTED SAVE-THE-DATE:

A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors.

**Expected Audience: 5,000+**

## 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+**

## WEBPAGE:

The **Ryker's Rainbow** and **Farm to Table(aux)** websites will be updated with event and sponsor information and include links to sponsor webpages.

## PROGRAM:

Distributed to all attendees at the event, the program includes event details, sponsor recognition, information about **Ryker's Rainbow** programs, and descriptions of live auction items.

## PRINTED INVITATION:

The full-color event invitation will be mailed 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+**

## SOCIAL MEDIA:

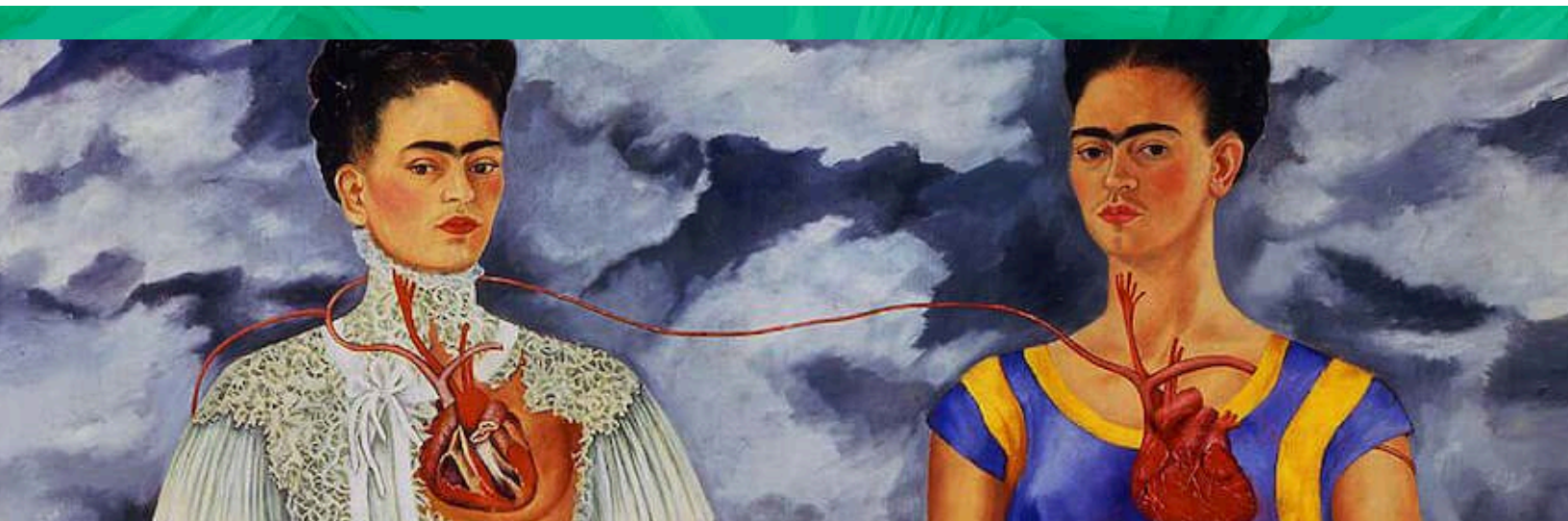
With an audience of over 2,000 spread across social media platforms, **Ryker's Rainbow** will link guests/followers to our mission, our sponsors, and their messages through dynamic, engaging, and fabulous content.

## LOCAL MEDIA PARTNERSHIPS & INFLUENCERS:

**Ryker's Rainbow** partners with many local media outlets, including but not limited to TN Valley Living on WAFF48, Rocket 95.1, Huntsville City Lifestyle, The Huntsville Mom, and more.

**Expected Audience: 30,000+**

**AND MUCH MORE!**





# \$25,000 EXCLUSIVE PRESENTING SPONSOR

In addition to your support of the life-changing work of **Ryker's Rainbow**, as the exclusive presenting sponsor, your name and logo will be incorporated into the official event logo and featured across all collateral, event signage, and décor. Your company will be recognized as the presenting sponsor of everything related to **Farm to Table(aux)**, such as **Farm to Table(aux) Benefiting Ryker's Rainbow**, Presented by [Your Company Name/Logo].

## PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- A \$25,000 investment in the mission and life-changing work of **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, signage, invitations, and save-the-date cards.
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching **Ryker's Rainbow** and **Farm to Table(aux)** followers.
- Link to your company website from the **Ryker's Rainbow** and **Farm to Table(aux)** websites.
- Welcome remarks from a company representative on stage at the event.
- On stage verbal recognition during the seated meal and prominent signage displayed at the **Farm to Table(aux)** event.
- First right of refusal for the presenting sponsor of the 2027 **Farm to Table(aux)** event.
- Company Name as sponsor of 20 blessing boxes and name recognition on the **Ryker's Rainbow** Community Prayer Garden.
- Two prominent tables at the event with seating for 16 guests.



## \$15,000 EXCLUSIVE HOST SPONSOR



### BENEFITS INCLUDE:

- A \$15,000 investment in the mission and life-changing work of **Ryker's Rainbow**.
- 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 **Farm to Table(aux)** followers
- Opportunity to place a premier item in lagniappe (event-appropriate items only).
- First right of refusal for Exclusive Host Sponsor of the 2027 **Farm to Table(aux)** event.
- Company Name as sponsor of 15 blessing boxes and name recognition on the **Ryker's Rainbow** Community Prayer Garden.
- Prominent table seating for 8 guests.

## \$10,000 DOUBLE RAINBOW SPONSOR

### BENEFITS INCLUDE:

- A \$10,000 investment in the mission and life-changing work of **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 at least 90 days before the event.
- Logo recognition on event signage, event website, event e-blasts, printed program, and program slide show.
- Dedicated social media thank you post.
- Company Name as sponsor of 10 blessing boxes and name recognition on the **Ryker's Rainbow** Community Prayer Garden.
- Prominent table for 8 guests.

## \$5,000 SINGLE RAINBOW SPONSOR

### BENEFITS INCLUDE:

- A \$5,000 investment in the mission and life-changing work of **Ryker's Rainbow**.
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only).
- Logo recognition on event signage, event website, event e-blasts, printed program, and program slide show.
- Dedicated social media thank you post.
- Prominent table for 8 guests.



## \$2,500 BRONZE SPONSOR

### BENEFITS INCLUDE:

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

# MENU OF ADDITIONAL OPPORTUNITIES

**TABLEAUX VIVANT - \$5,000 (4 Available)** - Bring the evening's theme to life by sponsoring one of our signature tableaux, an unforgettable experience that captivates guests and keeps them engaged throughout the Soirée. As one of the most anticipated highlights of the event, your brand will shine with your logo prominently displayed alongside this living work of art. **Benefits Include:** Your logo displayed on signage next to your sponsored tableau and included on event website, pre-event e-blasts, social media, print program, and event day slideshow, + 4 individual tickets to the event.

**MONKEY BUSINESS - \$5,000 (1 Available)** - Add a spark of unforgettable fun to the evening with a truly special guest... a live monkey! Your brand will take center stage as our charming primate entertains guests, poses for photos, and wears a custom vest or t-shirt featuring your logo. This one-of-a-kind sponsorship ensures your company will be a highlight of the night and remembered long after in the most lively event photos. **Benefits Include:** Your logo featured on the monkey's branded apparel, signage near the experience, event website, pre-event e-blasts, social media, print program, event day slideshow, + 4 individual tickets to the event.

**MISSION MOMENT - \$5,000 (1 Available)** - Create a powerful connection between your brand and the most emotional moment of the evening by underwriting the production of our heartfelt Mission Moment video. **Benefits Include:** Verbal recognition during the video introduction, with logo placement during playback positioned as "Brought to you by..." or "This moment made possible by...." Your company name or logo will also be featured in mission-focused e-blasts, event slides, event signage, the event website, and in continued impressions as the video is shared across social media platforms, + 4 individual tickets to the event.

**MYSTÈRE BOX RAFFLE - \$5,000 (1 Available)** - Step into the spotlight with the Mystère Box raffle. One hundred tickets are sold, but only one will reveal the winning match to a dazzling mystery prize. Always a guest favorite, this raffle guarantees excitement and puts your brand at the heart of the Mystère Box experience. **Benefits Include:** Your logo featured at the Mystère Box display, and in signage, event website, e-blasts, print program, and event day slideshow, + 4 individual tickets to the event.

**LIVE AUCTION - \$5,000 (1 Available)** - Be part of the thrill of the Live Auction. This sponsorship puts your brand at the center of the action, ensuring maximum visibility and excitement as generosity is on full display. **Benefits Include:** Your logo featured in the Live Auction preview e-blast, all auction slides, thank-you acknowledgments, and multiple verbal mentions from stage during the Live Auction, plus placement on the event website, pre-event e-blasts, social media, print program, and event-day slideshow, + 4 individual tickets to the event.

**ENTERTAINMENT - \$5,000 (1 Available)** - Inspire joy with moments guests will never forget. The heart of the evening is celebrating and supporting the families served by our mission, while keeping guests engaged through unforgettable entertainment. This sponsorship helps us surprise and delight with unique performances throughout the program. **Benefits Include:** Verbal acknowledgment by Emcee and your logo included on event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 4 individual tickets to the event.

**SOLD**





# MENU OF ADDITIONAL OPPORTUNITIES

**PRINTED GLASSWARE - \$5,000 (1 Available)** - Put your logo in the hands of every guest. These Farm to Table(aux) glasses are used throughout the event for wine and beverage tastings, and guests are invited to take them home as keepsakes. **Benefits Include:** Your logo displayed on each wine glass and event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 4 individual tickets to the event.

**STRIKE A POSE - \$5,000 (1 Available)** - Capture the spotlight and showcase your brand. Guests will snap photos in front of a fabulous backdrop featuring your logo, giving you visibility throughout the event and extended exposure as the photos are posted, liked, and shared across social media. **Benefits Include:** Your logo on photo backdrop and event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 4 individual tickets to the event.

**FRIDA'S FLORALS - \$5,000 (1 Available)** - Set the scene with unforgettable floral beauty. Inspired by the bold, colorful spirit of Frida Kahlo, these stunning arrangements will bring the event to life. As the floral sponsor, your brand will be front and center, with guests remembering both the beauty and your logo long after the evening ends. **Benefits Include:** Your logo featured on floral signage and event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 4 individual tickets to the event.

**POP THE CORK - \$5,000 (1 Available)** - Be the brand that gets the celebration started! This sponsorship helps cover corkage fees for the evening and gives you the spotlight to lead guests in a celebratory toast. As glasses are raised across the room, your company will be front and center, making this one of the most memorable moments of the night. **Benefits Include:** Opportunity for sponsor representative to give a toast during the program, logo recognition on champagne service signage, event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 4 individual tickets to the event.

**SILENT AUCTION - \$2,500 (1 Available)** - Put your brand at the heart of the Silent Auction. Guests bid on an array of fabulous packages, creating an atmosphere of energy and anticipation that your sponsorship helps bring to life. **Benefits Include:** Your logo featured on the silent auction preview e-blast, all silent auction description pages, event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 2 individual tickets to the event.

**FRIDA FABULOUS - \$2,500 (1 Available)** - Celebrate Frida's unforgettable flair. Highlighting the artistic and fashion-forward touches woven throughout the evening, guests will be inspired by the bold creativity, and your brand will shine alongside this fabulous tribute to Frida's legacy. **Benefits Include:** Your logo featured on event signage, and event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 2 individual tickets to the event.





# MENU OF ADDITIONAL OPPORTUNITIES

**STAGE CREW - \$2,500 (1 Available)** - Celebrate the volunteers who are the heart of our event. Champion the dedicated individuals who make this event possible by sponsoring our volunteer team. **Benefits Include:** Your logo featured in the 15+ Stage Crew shirts, included on event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 2 individual tickets to the event.

**MOCKTAIL STATION - \$2,500 (1 Available)** - Celebrate your brand with a refreshing alternative. Guests will enjoy beautifully crafted, alcohol-free beverages that taste as fabulous as they look. Your sponsorship places your brand at the center of this stylish and crowd-pleasing experience. **Benefits Include:** Your logo displayed at the Mocktail Station, event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 2 individual tickets to the event.

**ARTISAN COCKTAIL - \$2,500 (1 Available)** - Cheers to creativity. Guests will enjoy a signature cocktail crafted exclusively for the evening, with your brand celebrated as the sponsor behind this unforgettable sip. With every pour, your name will be linked to one of the night's most talked-about tastes, giving your brand exposure that is both fun and flavorful. **Benefits Include:** Your logo displayed at the cocktail station and signature cocktail menu cards, event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 2 individual tickets to the event.

**LAGNIAPPE - \$2,500 (1 Available)** - Give guests a fun and lasting keepsake of the evening. Everyone loves a parting gift, and as the Swag Bag Sponsor, your brand will be tied to the delightful extras that guests take home, extending the event experience long after the evening ends. **Benefits Include:** Your logo featured on one side of a high-quality swag bag or box, event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 2 individual tickets to the event.

**HYDRATION STATION - \$2,500 (2 Available)** - Keep guests refreshed throughout the evening. With art, food, and cocktails tempting the senses, water is essential. Your sponsorship ensures every guest stays hydrated and comfortable, making it possible for them to enjoy the night's experiences. **Benefits Include:** Your logo featured at 1 of 2 hydration stations, event website, print program, and event day slideshow + 2 individual tickets to the event.

**COCKTAIL NAPKINS - \$2,500 (2 Available)** - Put your logo in every guest's hand. As the Cocktail Napkin Sponsor, your brand will be prominently featured on the napkins used throughout the Soirée. From savoring bites to sipping cocktails, guests will see your logo as part of the experience. **Benefits Include:** Your logo featured on all cocktail napkins, event website, print program, and event day slideshow + 2 individual tickets to the event.

**SWEET TREAT - \$2,500 (2 Available)** - Indulge guests with a sweet finale. The dessert station is always a highlight of the evening, offering beautifully presented treats that delight the senses and leave a lasting impression. **Benefits Include:** Your logo featured on the dessert station signage, event website, print program, and event day slideshow + 2 individual tickets to the event.

**POWDER ROOM SPONSOR - \$2,500 (1 Available)** - Pamper guests with a touch of luxury and fun. Guests will discover baskets of indulgent lotions and potions in the venue restrooms, turning a simple stop into a delightful surprise. This thoughtful detail adds comfort and charm to the evening while showcasing your brand in a way guests will appreciate and remember. **Benefits Include:** Your logo displayed in the powder rooms, event website, pre-event, e-blasts, social media, print program, and event day slideshow, + 2 individual tickets to the event.



*Farm to Table(aux)*  
BENEFITING RYKER'S RAINBOW

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FRIDAY, MAY 1, 2026 | 6:00 - 10:00 PM | STOVEHOUSE

## OUR VISION

As we celebrate three years of **Farm to Table(aux) Huntsville**, we are creating a monumental piece of community art to thank the people and businesses who have given us wings. This year, **Ryker's Rainbow** is building a permanent mural for Huntsville, a magnificent 12' x 8' butterfly composed of 600 individually painted 4" x 4" tiles. This is not just a mural, but a testament to the hope and beauty our city has created.

**Here is the surprise:** at our **Farm to Table(aux)** event on May 1, 2026, each guest will paint a single tile, unaware that they are part of a much larger vision. By the end of the evening, the butterfly will begin to take shape, piece by piece, as a powerful symbol of our shared purpose. Once complete, it will become a celebrated landmark at MidCity, a destination for photos and a lasting reflection of our community's spirit.

Your business can be a foundational part of this inspiring public installation. Your partnership will not only help us create this stunning work of art but will also secure your business's place at the heart of our city's story. With your support, we can continue to give wings back to the community that has lifted us up.

**Join us in making this beautiful vision a reality.**

### **La Mariposa (The Butterfly) Legacy Sponsor – \$25,000 (1 Available)**

*Put your stamp on the landscape of Huntsville and show your support for families who have experienced the loss of a pregnancy, infant, or child by becoming a Legacy Sponsor of **Ryker's Rainbow**.*

- Your logo or name on mural rendering at **Farm to Table(aux)** and on a permanent plaque at mural site.
- First photo opportunity at the mural before public access and special recognition at the unveiling event.
- Four custom mural tiles to represent your company or organization. Leave your mark by having a piece of you placed into the mural.
- Recognition at the community unveiling event.
- Recognition on **Ryker's Rainbow** social media accounts.
- Optional private painting session for a group of up to 12 participants at a mutually agreed upon date.
- On stage verbal recognition during the **Farm to Table(aux)** seated program.
- Two prominent tables at the **Farm to Table(aux)** event with seating for 16 guests.





### **Wings of Hope Sponsor – \$10,000 (2 Available)**

Support **Ryker's Rainbow** and healing families by blessing the community with your support of our uplifting mural to add beauty and hope to **Huntsville**.

- Your logo featured on the mural rendering at **Farm to Table(aux)** and on the paint party video.
- Two custom mural tiles to represent your company or organization. Leave your mark by having a piece of you placed into the mural.
- Recognition at the community unveiling event.
- Stage mention during **Farm to Table(aux)** program
- Recognition on **Ryker's Rainbow** social media accounts.
- Prominent seating for 4 guests at the **Farm to Table(aux)** event.

### **Palette Sponsor – \$5,000 (1 Available)**

Be the sponsor that supports creativity and beauty by adding your name or logo to each paint palette provided for guests to create their tiles.

- Your logo featured on all prepackaged guest paint bags distributed at **Farm to Table(aux)**.
- Your logo featured on the mural rendering at **Farm to Table(aux)** and on the paint party video.
- Two custom mural tiles to represent your company or organization. Leave your mark by having a piece of you placed into the mural.
- Recognition on **Ryker's Rainbow** social media accounts.
- Seating for 2 guests at the **Farm to Table(aux)** event.

### **Hometown Mosaic Sponsor – \$2,500 (3 Available)**

**2 LEFT!**

Help us provide each guest with a keepsake—a small piece of the larger mural to come. Guests will take these tiles home, carrying your logo in their hands and hearts long after the event.

- Your logo featured on the back of 200 mural tiles designed with inspiring images of **Huntsville** and our community.
- Recognition on **Ryker's Rainbow** social media accounts.
- Seating for 2 guests at the **Farm to Table(aux)** event.

### **Frida's Finishing Touch Napkin Sponsor – \$2,500 (2 Available)**

Be part of the moment when art and community come together. Join us in the finale painting experience, as we bring the mural to life and create a lasting symbol of hope and healing for **Huntsville**.

- Your logo printed on napkins distributed to every guest to support their artistic endeavors.
- Recognition on **Ryker's Rainbow** social media accounts.
- Seating for 2 guests at the **Farm to Table(aux)** event.

### **Brush and Swirl Sponsor – \$2,500 (1 Available)**

**SOLD**

Show your support as we paint the final pieces of this collective work of art. Together, we will create something beautiful that will inspire **Huntsville** for generations to come.

- Your logo featured on the water cups used for rinsing brushes during tile painting
- Recognition on **Ryker's Rainbow** social media accounts.
- Seating for 2 guests at the **Farm to Table(aux)** event.



# SPONSOR COMMITMENT

☐ Presenting (\$25,000)    ☐ Double Rainbow (\$10,000)    ☐ Ray of Light (\$2,500)

☐ Hosting (\$15,000)    ☐ Single Rainbow (\$5,000)

☐ Additional Sponsorship Opportunity - Please Include Name and Investment

\_\_\_\_\_ \$ \_\_\_\_\_

## SPONSOR INFORMATION

Name (for Recognition Purposes): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

☐ Check enclosed for \$: \_\_\_\_\_

Please Make Checks Payable to Ryker's Rainbow and 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](mailto:lacey@rykersrainbow.org)

Please Circle:    Visa    MasterCard    Amex    Discover

CC#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CCV #: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

## 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](mailto:lacey@rykersrainbow.org)