

EAT
LOCAL
MONTH

LOWCOUNTRY LOCAL FIRST



SPONSORSHIP
INFORMATION
2018

#EatLocalChs

DIG IN

EAT LOCAL MONTH

APRIL 2018

LOWCOUNTRY
LOCAL FIRST.ORG

LOWCOUNTRY LOCAL FIRST

OUR ORGANIZATION

Lowcountry Local First (LLF) is a 501(c)(3) founded in 2007 with the vision of cultivating a vibrant, interdependent community that builds the foundation for a strong local economy. Our mission is to cultivate an economy anchored in local ownership, because local-independent businesses are the cornerstone of our culture, economy, and character.

OUR MEMBERS

Since our inception, we have increased our membership to more than 600 businesses and localist individuals. The members of LLF recognize the importance of supporting our friends and neighbors in business and know that by building relationships within the community, we are creating a sustainable model for those working in a variety of fields - from retail to agriculture.

Our members represent a range of small and large local, independent businesses of all sectors and community members. Some of LLF's member businesses have been a part of the Charleston community for over 100 years, while others are entrepreneurs looking to establish themselves and show support. Some of our higher-level and long-time supporters include Limehouse Produce, FRS Restaurant Supply, The Urban Electric Company, Luxury Simplified, Gil Shuler Graphic Design, The Vendue, American Automated Payroll, Indigo Road, Croghan's Jewel Box, The Glass Onion, and Wonder Works.

ACCOLADES & ACCOMPLISHMENTS

- Received Conservationist of the Year in 2017 for our Growing New Farmer's Program
- Hosted a two-day regional training in 2015 for new and beginning farmer programs across the Southeast
- Collaborated with the College of Charleston, Boeing and other community partners in 2015 on a Farm to School Initiative aimed at getting more healthy local foods into area schools
- Received the SBA Accelerator Grant Award for Dirt Works in 2014 and for Local Works in 2015 and 2016
- Launched a new mobile app with local business directory and interactive challenges in 2016, garnering more than 2,000 downloads within its first year available
- Launched Dirt Works, the state's first incubator farm and training center, in 2012
- Published the Lowcountry's first Farm Fresh Food Guide in 2008 and went digital with it in 2016
- Launched a Sustainable Agriculture Certificate and Apprenticeship in partnership with College of Charleston in 2015 as an extension of our Growing New Farmers Program
- Launched Local Works, a collaborative coworking space in downtown Charleston in spring of 2014
- Established the Growing New Farmers Program in 2010 which, to date, has trained 169 farmers and food system leaders
- Served as the primary promoter and resource for participants of Community Supported Agriculture (CSA) programs, securing more than 3,500 participants in 2012
- Launched the first annual Eat Local Month and Eat Local Challenge in April 2012
- Produced the annual Good Business Summit highlighting innovative models for how your business can do well and do good
- Received the South Carolina Small Business Administration (SBA) award for "Small Business Ally of the Year 2014"

STATISTICS OF NOTE

11.6K + Facebook fans

22.1K + Twitter followers

16K + Instagram followers

5,000 + E-news subscribers

4,000 + Unique web visits/month

GOOD FARMING

Our Good Farming initiative supports sustainable agriculture and is designed to grow and connect our local food system by training new farmers, supporting existing farm businesses and educating consumers. Through a variety of education, outreach and apprenticeships, we're working to get good food to good people and ensure that our agrarian culture continues to be an integral part of the Lowcountry economy and way of life.

EAT 2018 LOCAL MONTH

The deadline for sponsorships is **February 12, 2018**. Eat Local Month is our annual effort to focus attention on local growers, fishermen and restaurants while providing fun and educational opportunities for our community to actively engage in eating what's ripe and in season. We work hard to connect citizens with the farmers, restaurants, businesses and organizations that make the Lowcountry a one-of-a-kind place to live (and eat!).

The funds raised from Eat Local Month support the Chef's Potluck and advance our work in sustainable agriculture. To date, we have put 172 apprentices through our Growing New Farmers Program. This program helps aspiring farmers and food system leaders gain foundational knowledge and training through a Certificate in Sustainable Agriculture and optional apprenticeship placement program.

2017 MEDIA IMPRESSIONS

- 11 **Print ads** (CVB Visitor's Guide, Charleston Magazine, Charleston City Paper, Edible Charleston, West Of, Folly Current)
- 2 **Media appearances** with the Bridge 105.5 and WCIV's Lowcountry Live
- 1 **Pre-roll ad at Terrace Theater**
- 10 **Media mentions** (including television and print)

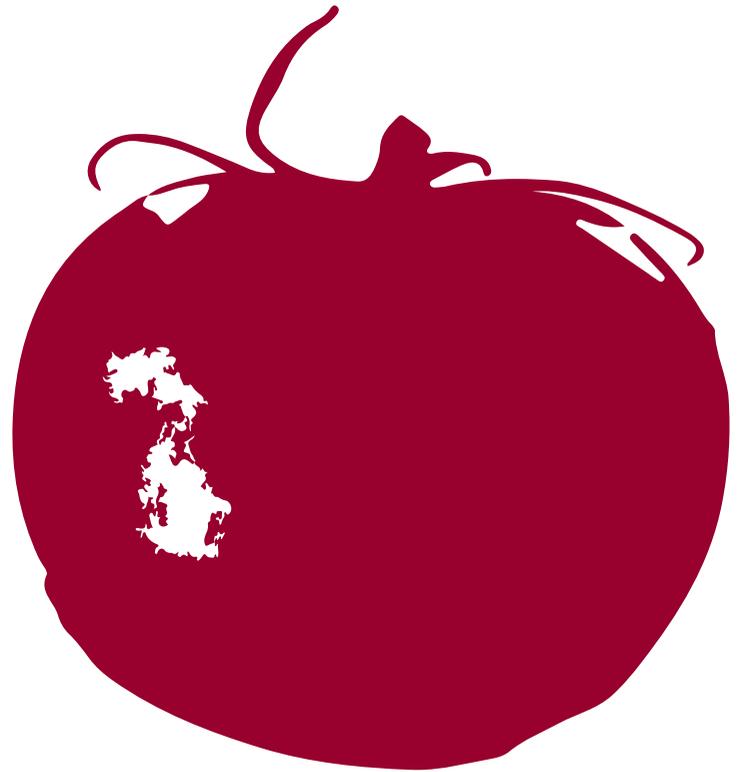
⌚ *The deadline for sponsorships is February 12, 2018. Contracts received after this point may not be included in the full promotional campaign.*

PLOW TO CHOW

**2018 CHARLESTON
FARMERS MARKET KICK-OFF**

APRIL 14, 2018

Celebrate the launch of the 2018 Charleston Farmers Market season with Lowcountry Local First. Lowcountry Local First restaurant members will host Plow to Chow demonstrations and provide samples of locally sourced food. Restaurant sponsors receive priority in participation.



11TH ANNUAL
CHEF'S
POTLUCK

APRIL 29, 2018

The Chef's Potluck is one of our most popular events of the year, with more than 450 attendees in 2017. The event takes place at the beautiful Middleton Place, where 12+ high-profile Charleston chefs partner with growers and fisherman to prepare dishes with locally-sourced ingredients.

2017 restaurant participants included: Butter Tapas, Caviar & Bananas, CRU Cafe, Cypress / Artisan Meat Share, Edmund's Oast, EVO Pizza and Craft Bakery, FIG / The Ordinary, The Drawing Room, The Glass Onion, The Grocery, High Cotton, The Lot, The Macintosh / Oak Steak House, Middleton Place Restaurant, The Obstinate Daughter, Poogan's Porch.



EAT LOCAL CHALLENGE

THROUGHOUT APRIL

Here in the Lowcountry, we have an abundance of delicious local food. Take our Eat Local Challenge for the month of April and invest in our local farmers, fishermen and purveyors who reflect the unique character, flavor and culture of the Lowcountry. When you sign up for the challenge, you get to choose your Eat Local goal(s) for the month of April. You could aim to buy 10% more local food than you usually do, ask for more local produce at your grocery store, or dine out at restaurants that source locally produced food. Better yet, all of the above!



PRESENTING SPONSOR: \$15,000

The presenting sponsor of Eat Local Month has exclusive rights for the entire month. This sponsor will receive maximum exposure through all marketing channels and will have the opportunity to attend and market themselves at each Eat Local event.

- Name and logo in all print and online advertising as presenting sponsor (ex: Lowcountry Local First's Eat Local Month, presented by Limehouse Produce).
- In 2017, ads ran prominently in Charleston Magazine, City Paper, Edible Charleston, and CVB Visitors Guide.
- Name and logo on all Chef's Potluck and Plow to Chow event signage and promotional collateral.
- Invitation to host and speak at April Member Mixer.
- Name and logo on all event collateral, including rack cards, and Chef's Potluck posters (placed throughout Charleston in restaurants and businesses).
- Name, logo and weblink in LLF newsletters & e-blasts, distributed weekly to more than 600 members and more than 5,000 subscribers.
- Prominent mobile app banner advertising. In its first year, more than 2,000 individuals downloaded the app.
- Sponsor Spotlight featured prominently on LLF blog and social media.
- Repeat recognition on all LLF social media channels leading up to and during Eat Local Month (11.6K fans on Facebook; 22.1K followers on Twitter; 16K on Instagram).
- Logo on Eat Local Month webpage featuring all events and the Eat Local Challenge.
- Prominent inclusion in all regional public relations efforts including press releases, media alerts and editorial pitching.
- Reserved table and ten (10) tickets for Chef's Potluck.
- On-air promotion in any Eat Local Month-related radio and TV appearances.

EATER: \$8,000

- Logo featured on all Eat Local Challenge participant material including Eat Local Challenge section of the mobile app. In its first year, more than 2,000 individuals downloaded the app.
- Logo featured in print and online advertising. In 2016, ads ran prominently in Charleston Magazine, City Paper, and Edible Charleston.
- Logo on Eat Local Month event page.
- Logo on all event collateral, including Eat Local Month rack cards and Chef's Potluck posters (placed throughout Charleston in restaurants and businesses).
- Logo on Chef's Potluck and Plow to Chow onsite signage.
- Recognized at April Member Mixer
- Logo and weblink in LLF newsletters & e-blasts, distributed weekly to more than 600 members and more than 5,000 subscribers
- Prominent logo placement in eblasts and challenges.
- Sponsor Spotlight featured prominently on LLF blog.
- Repeat recognition on all LLF social media channels leading up to and during Eat Local Month (11.6K+ fans on Facebook; 22.1K followers on Twitter; 16K on Instagram).
- Prominent inclusion in all regional public relations efforts including press releases, media alerts and editorial pitching.



Sponsorship Opportunities

GROWER: \$5,000

- Logo featured in print and online advertising. In 2017, ads ran prominently in Charleston Magazine, City Paper, and Edible Charleston.
- Logo on Eat Local Month event page.
- Logo on all event collateral, including Eat Local Month rack card and Chef's Potluck posters (placed throughout Charleston in restaurants and businesses).
- Logo on Chef's Potluck onsite signage.
- Logo and weblink in LLF newsletters & e-blasts, distributed weekly to more than 600 members and more than 5,000 subscribers.
- Repeat recognition on all LLF social media channels leading up to and during Eat Local Month (11.6K+ fans on Facebook; 22.1K followers on Twitter; 16K on Instagram).
- Inclusion in all regional public relations efforts including press releases, media alerts and editorial pitching.
- Six (6) tickets to Chef's Potluck.

CULTIVATOR: \$3,000

- Logo on Eat Local Month event page.
- Logo on Eat Local Month rack card distributed to local businesses and farmer's markets in Charleston and at LLF events.
- Name and weblink in LLF newsletters & e-blasts, distributed weekly to more than 600 members and more than 5,000 subscribers.
- Logo on Chef's Potluck onsite signage.
- Recognition on all LLF social media channels leading up to and during Eat Local Month (11.6K+ fans on Facebook; 22.1K followers on Twitter; 16K on Instagram).
- Four (4) tickets to the Chef's Potluck.

SOIL BUILDER: \$1,500

- Logo on Eat Local Month event page.
- Logo on Eat Local Month rack card distributed to local businesses and farmer's markets in Charleston and at LLF events.
- Logo on Chef's Potluck onsite signage.
- Two (2) tickets to the Chef's Potluck.



EAT LOCAL MONTH **In-Kind Sponsorship**

We invite our media, printing and other in-kind supporters to work with us on creating a customized sponsorship plan. Please contact Jordan Amaker by email at Jordan@lowcountrylocalfirst.org or call (843) 801-3390.

POTLUCK SUPPORTER **In-Kind Sponsorship**

We invite our Chef's Potluck in-kind sponsors to help out with event rentals, A/V equipment, spirits and other in-kind services and to work with us on creating a customized sponsorship plan. The 11th Annual Chef's Potluck will take place on April 29, 2018. Please contact Jordan Amaker by email at Jordan@lowcountrylocalfirst.org or call (843) 801-3390.



Sponsorship Opportunities

Company Name

Contact Name

Address

City | State | Zip

E-Mail

Phone

Are you currently a member of Lowcountry Local First? Yes / No

Sponsorship Level

- Presenting Sponsor (\$15,000) - Exclusive
Eater (\$8,000)
Grower (\$5,000)
Cultivator (\$3,000)
Soil Builder (\$1,500)
Eat Local Month (In-Kind Donation) Value \$
Potluck Supporter (In-Kind Donation) Value \$

Payment

- I will call in my credit card payment to 843.801.3390
Check (payable to Lowcountry Local First)
Credit Card (circle one) Visa | Mastercard

Name

Card Number

Exp. Date

Signature

Security Code

Please return the completed form with payment information to:
Lowcountry Local First, Attn: Jordan Amaker, 1630-2 Meeting Street, Charleston, SC 29405
or email at CT@lowcountrylocalfirst.org