



# EAT **LOCAL** SEASON

May – June 2021



**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.

## What We Do

Since our inception, we have increased our membership to more than 450 businesses representing more than 12,000 employees across the Lowcountry. 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 - across all sectors - from retail to banking to agriculture. We achieve this by:

- Educating the general public on why it's important to choose local and influencing them to do so.
- Working with our elected officials, decision-makers and opinion leaders to foster a better environment for creating and sustaining local businesses.
- Delivering resources, programming, networking, mentorship and more to local businesses of all shapes and sizes.

## Social Reach

- **12.5K+** Facebook Fans
- **22.5K+** Twitter Followers
- **21.2K+** Instagram Followers
- **6.3k+** E-news subscribers
- **4,400+** Unique website visits per month

# Accolades and Accomplishments

## IN SUSTAINABLE AGRICULTURE

- ▶ Began connecting the farm and chef communities in 2007 at the inaugural Chef's Potluck
- ▶ Launched the first annual Eat Local Month and Eat Local Challenge in April 2012
- ▶ Established the Growing New Farmers Program in 2010 which, to date, has impacted more than 200 farmers and food system leaders
- ▶ Launched a Sustainable Agriculture Certificate and Apprenticeship in partnership with College of Charleston in 2015 as an extension of our Growing New Farmers Program
- ▶ Continue to collaborate with statewide and national organizations to host training for new farmers
- ▶ Received Conservationist of the Year in 2017 for our Growing New Farmer's Program
- ▶ Published the Lowcountry's first Farm Fresh Food Guide in 2008 and went digital with it in 2016
- ▶ Served as the primary promoter and resource for participants of Community Supported Agriculture (CSA) programs, securing more than 3,500 participants in 2012
- ▶ 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
- ▶ Launched a new mobile app with local business directory and interactive Eat Local challenges in 2016, garnering more than 2,000 downloads within its first year available
- ▶ Transitioned the Growing New Farmers Program curriculum into a course offering at Trident Technical College - Introduction to Sustainable Agriculture (AGR201)



## GOOD FARMING

Our Good Farming initiative supports sustainable agriculture and is designed to grow and connect our local food system by supporting existing and future small-scale farm businesses and educating consumers on the importance of our local growers, producers, and the businesses that support them.

In 2020, Lowcountry Local First successfully transitioned our Growing New Farmers Program to local higher-education institution Trident Technical College (TTC) where our curriculum lives on in the form of "Introduction to Sustainable Agriculture," the AGR201 course offering. This important training program is now offered more widely and affordably than ever before. We work closely with TTC to promote the course and help connect graduates with farm mentorship opportunities.

## EAT LOCAL SEASON 2021

**Eat Local Month** has been our annual effort for nearly a decade 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!). **In 2021, we will expand the campaign for the first time from a single month to a two-month long campaign known as Eat Local Season, running May 1 - June 30, 2021.**

Through public education and interactive challenges, farmers market promotion, and our 13th annual Chef's Potluck – this extended campaign celebrates what's fresh, local and full of Lowcountry flavor. The Chef's Potluck will look a little different than recent years, but will safely allow the community to gather outdoors and taste some of the area's finest ingredients as prepared by extraordinary local chefs and caterers - with live music and scenic views to top it off!

The funds raised from Eat Local Season enable the work Lowcountry Local First does year-round to support, raise awareness around and advocate on behalf of local-independent businesses and farmers across the Lowcountry region.

# Eat Local Season 2021 Partnership Levels

To enjoy full sponsor benefits as listed above, the deadline to submit a signed agreement is March 26, 2021. Those confirmed after this date may not receive full benefits.

## Presenting Partner

EXCLUSIVE  
\$18,000

- Logo prominently featured in all print and online advertising as presenting sponsor (ex: Lowcountry Local First's Eat Local season, presented by XYZ Company).
- On-air mentions in all TV and radio appearances
- Invitation to speak from stage at Chef's Potluck at the Bend on June 6, 2021
- Logo prominently displayed on home page and supporter page of eatlocalseason.com, a one-stop-shop showcase on how to eat local in the Lowcountry
- Sponsor spotlight featured prominently on LLF blog & social media
- Logo prominently featured on Eat Local Season posters distributed to 80+ local businesses across the Lowcountry
- Logo and link in weekly LLF e-newsletters during Eat Local Season campaign and in promotion of the Chef's Potluck (May - June)
- Logo and link featured prominently on Eat Local Season event page at lowcountrylocalfirst.org
- Logo featured on Eat Local Season slider on home page of lowcountrylocalfirst.org
- Logo on Chef's Potluck on-site event signage
- Logo on printed promotional card in Chef's Potluck baskets (300+ estimated baskets) to reach 1,000+ attendees
- Logo featured on face masks provided in baskets to all attendees with "when this mask comes off, it's time to eat local" message screen printed on the front
- 3 front-row reserved VIP Pods at the Chef's Potluck (4 guests max / pod)

---

## Eater

\$10,000

- Sponsor Spotlight featured prominently on LLF blog & social media
- Logo displayed on supporter page of eatlocalseason.com, a one-stop-shop showcase on how to eat local in the Lowcountry
- Logo featured on Eat Local Season posters distributed to 80+ local businesses across the Lowcountry
- Logo featured in print ads
- Logo and link in weekly LLF e-newsletters during Eat Local Season campaign and in promotion of the Chef's Potluck (May - June)
- Recognition on LLF social media channels
- Logo on Eat Local Season event page at lowcountrylocalfirst.org
- Logo on Chef's Potluck on-site signage
- Recognized during announcements from stage at the Chef's Potluck event on June 6, 2021
- Invitation to provide printed promotional piece in Chef's Potluck baskets (300+ estimated baskets) to reach 1,000+ attendees (8.5x11" or smaller)
- 2 front-row reserved VIP Pods at the Chef's Potluck (4 guests max / pod)

**Grower**  
\$5,000

- Logo displayed on supporter page of eatlocalseason.com, a one-stop-shop showcase on how to eat local in the Lowcountry
- Logo featured on Eat Local Season posters distributed to 80+ local businesses across the Lowcountry
- Logo featured in print ads
- Logo and link in weekly LLF e-newsletters during Eat Local Season campaign and in promotion of the Chef's Potluck (May - June)
- Recognition on LLF social media channels
- Logo on Eat Local Season event page at lowcountrylocalfirst.org
- Logo on Chef's Potluck on-site signage
- Recognized during announcements from stage at the Chef's Potluck event on June 6, 2021
- 1 front-row reserved VIP Pod at the Chef's Potluck (4 guests max / pod)

**Cultivator**  
\$2,500

- Logo displayed on supporter page of eatlocalseason.com, a one-stop-shop showcase on how to eat local in the Lowcountry
- Logo and link in weekly LLF e-newsletters during Eat Local Season campaign and in promotion of the Chef's Potluck (May - June)
- Recognition on LLF social media channels
- Logo on Eat Local Season event page at lowcountrylocalfirst.org
- Logo on signage at the Chef's Potluck event on June 6, 2021

**Soil Builder**  
\$1,500

- Logo displayed on supporter page of eatlocalseason.com, a one-stop-shop showcase on how to eat local in the Lowcountry
- Recognition on LLF social media channels
- Logo on Eat Local Season event page at lowcountrylocalfirst.org
- Logo on signage at the Chef's Potluck event on June 6, 2021

**Local Roots**  
\$500

- Logo displayed on supporter page of eatlocalseason.com, a one-stop-shop showcase on how to eat local in the Lowcountry
- Recognition on LLF social media channels
- Logo on Eat Local Season event page at lowcountrylocalfirst.org

**Ready to get started? Have questions?**  
Contact Steve at [steve@lowcountrylocalfirst.org](mailto:steve@lowcountrylocalfirst.org) or 843-801-3390.



EAT LOCAL SEASON 2021

# Partnership Commitment

To enjoy full sponsor benefits as listed above, the deadline to submit a signed agreement is March 26, 2021. Those confirmed after this date may not receive full benefits.

---

Company Name

---

Contact Name

---

Address

---

E-Mail

---

Phone

Are you currently a member of Lowcountry Local First?

Yes /  No

## Partnership Level

Presenting Partner (\$18,000)

Soil Builder (\$1,500)

Eater (\$10,000)

Local Roots (\$500)

Grower (\$5,000)

Eat Local Season (In-Kind Donation) Value \$\_\_\_\_\_

Cultivator (\$2,500)

Potluck Supporter (In-Kind Donation) Value \$\_\_\_\_\_

## Payment

I will call in my credit card payment to (843) 801-3390 (Please ask for Kaylee or Steve)

Check (payable to Lowcountry Local First)

Please complete my payment using the credit card below

Visa / Mastercard  
(circle one)

---

Name on Card

---

Card Number

---

Expiration Date

---

Security Code

---

Billing address if different from above

Please return the completed form with payment information to

---

Signature

**Lowcountry Local First, Attn: Steve Fletcher,**  
1859 Summerville Ave. Suite 800, Charleston, SC 29405

or email to [steve@lowcountrylocalfirst.org](mailto:steve@lowcountrylocalfirst.org)