

Sponsorship Opportunities

Celebrating 30 Years!



2025



(716) 783-9653



grassrootsgardens.org

We Garden Communities.

Since 1995, we've been partnering with schools and communities, working alongside residents to address abandoned and neglected lots. We've supported their conversion to garden spaces that grow organic produce, educate youth, and provide healthy habitats for local flora and fauna. Most importantly, these spaces provide a crucial venue for neighborhood relationships to form and grow strong.

If you've ever wanted to bring positive change to Buffalo and Niagara Falls through community-led initiatives, this publication is your guide.

We're excited to continue support for our network of 100+ school and community gardens while we tackle new goals in protecting long-time gardens, increasing garden accessibility, and connecting more people to our local food system. This year, we will welcome six new gardens to our network, empowering neighbors to grow inclusive green spaces that they can be proud of.

Your sponsorship is critical to our gardens and their role as community anchors. Partnering with Grassroots Gardens WNY helps us meet our mission: to share knowledge, power and resources to grow healthy food, heal systemic harm, and strengthen neighborhood connections through community gardens.

Please reach out at any time if you have questions about an event or opportunity, or if you'd like to get more involved in our nearly 30 years of fostering urban agriculture and meaningful community connections.

Thank you for your consideration!

Your Impact Matters

Together with sponsors like you, we were able to **build or repair 150+ raised beds** in gardens throughout our network. Our staff **provided 250+ garden consultations**, events, and support visits to answer questions and provide guidance to community members of all skill levels.

You can't have a garden without plants and soil! To get the gardens started, we distributed **6,000+ seedlings!** Gardens benefited from **160+ yards of soil and compost** distributed. For Fall growing, we **provided 1,000+ bulbs.**

Community Education

We get our community involved! Grassroots Gardens WNY organized and led **dozens of workshops and volunteer events throughout the year.**

Our community gave back: neighborhood projects inspired **more than 100 at-large neighbors to donate 400+ volunteer hours in 2024.** This is in addition to the countless hours of love and attention given by **more than 400 community gardeners** cultivating their neighborhood and school garden spaces

2025 Sponsorship Overview



Full Season Sponsorship \$5,000

Sponsor all three fundraising events at the gold level:

GGWNY's 30th Anniversary Event
GGWNY 5K/10K/15K
Harvest Celebration and Pie Raffle

Recognition in email newsletter, annual report, and website throughout the 2025 season

Tickets to each of the three events

Select your sponsorship package at grassrootsgardens.org/sponsorships

Want to support an event in your own way? Customizable sponsorship packages are available by contacting Justin Baumgardner at justin@grassrootsgardens.org.



30th Anniversary Celebration May 2025

Commemorating Grassroots Gardens WNY's 30 years of service to Buffalo and Niagara Falls.

Sponsor at \$750+ | Pages 4-5



5K/10K/15K June 2025

Scenic run along the Niagara River in Niagara Falls. USATF-certified course with chip timing and custom medals.

Sponsor at \$500+ | Pages 6-7



Harvest Celebration and Pie Raffle September 2025

10th annual fundraising event where guests win pies from local bakeries. Gardeners also are honored with a community award ceremony!

Sponsor at \$250+ | Pages 8-9

30th Anniversary Celebration

Thursday, May 29, 2025

From humble beginnings on Buffalo's West Side to the largest network of community gardens in Western New York - it's time to celebrate our 30 years of accomplishments!

Join us as we look back at three decades of serving Buffalo and Niagara Falls with an anniversary celebration at Tewksbury Lodge.

Your partnership helps us continue our mission as we support more than 400 neighbors at 100+ community gardens in our region.



Select your sponsor package at grassrootsgardens.org/sponsorships or email justin@grassrootsgardens.org.

Sponsor Perks

Every sponsor of our Anniversary event receive the following benefits:



Admission to the Grassroots Gardens WNY anniversary event



Logo or name on the event presentation board



Customized thank you shout-out on social media



Logo or name on table tents in event seating area



Verbal recognition during the event program



Logo or name on event page and in announcement emails

Expanded Benefits

Sponsorship packages at higher tiers also include expanded perks:

- Additional admission tickets
- Additional beverage tickets
- Increased signage at the event
- Speaking opportunities



**GRASSROOTS
GARDENS WNY**

30th Anniversary Celebration

Detailed Sponsorship Tiers

BRONZE

\$750

- ✓ 2 admission tickets with bonus drink tickets
- ✓ Logo on table tents in event seating areas
- ✓ Logo on event sponsor board and slideshow
- ✓ Social media thank you
- ✓ Recognition during the event program
- ✓ Logo on event website and ticketing page
- ✓ Recognition in event marketing emails

SILVER

\$1,250

- ✓ 4 admission tickets with bonus drink tickets
- ✓ Logo on table tents in event seating areas
- ✓ Logo on event sponsor board and slideshow
- ✓ Social media thank you week of the event
- ✓ Recognition during the event program
- ✓ Logo on event website and ticketing page
- ✓ Logo in event marketing emails

GOLD (AND SEASON SPONSOR LEVEL)

\$2,500

- ✓ 4 admission tickets with bonus drink tickets
- ✓ Logo on table tents in event seating areas
- ✓ Logo placement on raffle tables
- ✓ Logo on event sponsor board and slideshow
- ✓ Custom social media recognition
- ✓ Recognition during the event program
- ✓ Logo on event website and ticketing page
- ✓ Logo in event marketing emails

PLATINUM

\$5,000

- ✓ 6 admission tickets with bonus drink tickets
- ✓ Recognition and speaking opportunities during the event program
- ✓ Recognition on promotional materials, news releases, and advertising prior to event
- ✓ Logo on table tents in event seating areas
- ✓ Logo placement at food stations and bar
- ✓ Logo on event sponsor board and slideshow
- ✓ Custom social media recognition before and during the event (minimum three posts)
- ✓ Premium logo placement on event website and ticketing page
- ✓ Logo in event marketing emails

Presenting Sponsor and Media Sponsor tiers are available by request. All packages can be customized by contacting Justin at justin@grassrootsgardens.org

Please note: admission tickets included in each package are not tax-deductible.

GGWNY 5K/10K/15K

Saturday, June 28, 2025



In association with iRun WNY, the Grassroots Gardens 5K/10K/15K has welcomed competitive athletes and casual runners to Lasalle Waterfront Park in Niagara Falls since 2018.

Participants from across the United States and Canada have competed in this unique race, featuring beautiful scenery on an out-and-back course along the Niagara River.

The event includes custom medals for finishers, Grassroots Gardens apparel for registering, and an after-race party at Lasalle Vineyard - our largest Niagara Falls Community Garden!



Sponsor Perks


Every sponsor of our 5K/10K/15K receives the following benefits:

-  Listing of business name on Jaguar results kiosk
-  Customized thank you shout-out on social media
-  Name and link on official ITSThreeRace registration page
-  Verbal recognition several times during the race

Expanded Benefits:

Sponsorship packages at higher tiers also include expanded perks:

- Event signage placement, along the route or at the finish line
- Business literature or giveaway distribution to attendees
- Logo or name on chip check Jaguar results kiosk
- Team spotlight on social media

-  Complementary race admissions for you or your team



**GRASSROOTS
GARDENS WNY**

GGWNY 5K/10K/15K

Detailed Sponsor Tiers for June 28, 2025

BRONZE

\$250

- ✓ Sponsor listing on ITSThreeRace event page with link to business site
- ✓ Name recognition on Jaguar results kiosk
- ✓ Name of business announced at the finish line 2-3 times during the race
- ✓ Social media shout-out before the race date
- ✓ Company banner hung near the start corral

SILVER

\$500

- ✓ All bronze level perks
- ✓ Two complementary entries to the race
- ✓ Organization name displayed on chip check screen at packet pickup
- ✓ Business literature distributed to all participants (please provide by race day)

GOLD (AND SEASON SPONSOR LEVEL)

\$1,000

- ✓ All bronze and silver level perks
- ✓ Four complementary entries to the race
- ✓ Logo placement and verbal recognition at the after-race gathering
- ✓ Logo placed at after-race food/drink table for runners
- ✓ Custom social media shout-out before the race or on race day on GGWNY social media pages.

Select your sponsor package at grassrootsgardens.org/sponsorships or email justin@grassrootsgardens.org.

All packages are tax-deductible, minus race admission entry fees.

PLATINUM (MEDAL SPONSOR)

\$1,500



- ✓ All bronze and silver level perks
- ✓ Four complementary entries to the race
- ✓ "Race sponsored by" and logo on lanyard or a peel-tab sticker for each medal (requires logo by print deadline)
- ✓ Logo placement and verbal recognition at the after-race gathering
- ✓ Logo displayed at entrance of after-race gathering
- ✓ Custom social media shout-out before the race and on race day on GGWNY social media pages

Harvest Celebration and Pie Raffle

10th Annual Event

We are thrilled to welcome the community to our 10th annual Harvest Celebration and Pie Raffle in September 2025!

Guests win a wide range of pies and baked goods made by restaurants and bakeries from across Western New York, all while enjoying an evening of food, music, lawn games, garden tours, and more.

This event also celebrates the year's harvest with baked goods by local community gardeners and celebrates the accomplishments of gardeners, school partners, and volunteers with our annual award ceremony.

Sponsor Perks

Every sponsor of our Pie Raffle receives the following benefits:



Admission and raffle tickets for the Pie Raffle



Logo or name on the event presentation board



Customized thank you shout-out on social media



Logo or name on table tents in event seating area



Verbal recognition during the event program



Logo or name on event page and in announcement emails

Expanded Benefits

Sponsorship packages at higher tiers also include expanded perks:

- Additional admission tickets
- Additional pie raffle tickets
- Increased signage at the event
- Speaking opportunities



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GARDENS WNY**



Harvest Celebration and Pie Raffle

Detailed Sponsor Tiers for September 2025

BRONZE

\$250

- ✓ 2 admission tickets with bonus raffle tickets
- ✓ Name recognition on table tents throughout the event seating area (approx. 18 tables)
- ✓ Name on the event presentation board
- ✓ Social media thank you
- ✓ Recognition during the event program
- ✓ Name on event website and emails

SILVER

\$500

- ✓ 4 admission tickets with bonus raffle tickets
- ✓ Name in Bold on table tents throughout the event seating area (approx. 18 tables)
- ✓ Logo on the event presentation board
- ✓ Social media thank you
- ✓ Recognition during the event program
- ✓ Name in bold on event website and emails

GOLD (AND SEASON SPONSOR LEVEL)

\$1,000

- ✓ 6 admission tickets with bonus raffle tickets
- ✓ Logo on table tents throughout the event seating area (approx. 18 tables)
- ✓ Logo placement on raffle tables
- ✓ Logo on the event presentation board
- ✓ Custom social media recognition
- ✓ Recognition during the event program
- ✓ Logo on event website and emails

PLATINUM

\$2,500

- ✓ 8 admission tickets
- ✓ Bonus raffle tickets per attendee
- ✓ Recognition and involvement opportunities during the event program
- ✓ Recognition on promotional materials
- ✓ Logo on table tents throughout the event seating area (approx. 18 tables)
- ✓ Logo prominently placed on raffle tables
- ✓ Logo on the event presentation board
- ✓ Custom social media recognition before and during the event
- ✓ Logo on event website and emails

Select your sponsor package at grassrootsgardens.org/sponsorships or email justin@grassrootsgardens.org.

Presenting, Award, and Media Sponsor tiers are available by request. All packages can be customized. Please note: admission tickets are not tax-deductible.