

CSA Share Fair

2021

Sponsorship Opportunities



Sunday, March 7, 2021

The Redd on Salmon, 831 SE Salmon Street, Portland

Pacific NW CSA Coalition is seeking sponsors for its 6th annual festival connecting our communities with their local farms through Community Supported Agriculture.



"This was hands-down the most valuable CSA/ farm marketing event we've ever been to."
DIGGIN' ROOTS FARM



Why CSA?

Community Supported Agriculture is good for farmers, eaters, and our community.

-  Makes Portland a better place to live by keeping local farms close to the city and supporting our healthy soil, clean air, and clean water.
-  Supports our local farmers with the resources they need to thrive and support our regional economy.
-  Helps to create a healthier Portland by connecting families with ultra-fresh, nutritious, local and seasonal food.

Community Supported Agriculture is thriving in Portland!

Oregonians have made it clear: we love our local food and farmers. Oregon ranks 10th in the nation for number of CSA farms. Between 2012 and 2017, the state's farm-direct sales grew by 91% from \$44 to \$84 million, and the number of people subscribing to Oregon CSA's continues to rise.

Our past CSA Share Fair events have been met with an outpouring of enthusiasm among farmers and eaters, drawing in up to 1,500 people.

Who attends the Share Fair?

Typical CSA Member Profiles

-  Couples or families with 1-2 children living at home
-  30-65 years old; median age is 42
-  Combined annual household income of more than \$100,000

75 percent Value their connections to the local community
Concerned about climate change and are college-educated
Value the origins of their food and quality of their produce

50 percent Belong to a credit union
Listen to public radio
Donate or volunteer with non-profit organizations

33 percent Exercise at a gym or fitness facility
Commute by bicycle
Attend yoga classes





A Record of Success

Share Fair Outreach

Ingredients

Average # Farmers Attending

45

Average # Attendees

1200

Activities

- Cooking Demos
- Kids Activities
- Meet Your Farmer
- Sign Up for a CSA Share

Impact

Average Event Sales (Per Farm)

\$1512

Offerings

- CSA Subscriptions
- Produce & Fruit
- Pasture Raised Meat
- Wild Fish
- Garden Starts
- Flowers & Honey
- Eggs



New partnerships mean more outreach and attendees.

Over 1,200 people attend Share Fair each year.

We are skilled at marketing through earned media (local TV and print, including Willamette Week, KOIN, KATU and more), partner organizations (Friends of Family Farmers, Slow Food Portland), farmer's markets, local farm newsletters and social media. Past sponsors include Patagonia, Umpqua Bank, and East Multnomah Soil and Water Conservation.

In 2021, we are excited to continue our partnership with Ecotrust as we hold the Share Fair at The REDD in SE Portland. Ecotrust brings significant resources and expertise to our outreach efforts, and will help bring record attendance to our 2021 fair.

Our reach:

85

Local CSA Farms (and their thousands of members)

25k+

PNWCSA & Partner Social Media Followers





Sponsorship Levels

Thank You For Your Support

Join us to help make the 2021 CSA Share Fair possible and multiply its impact! Show your alliance with our local farmers for this community-driven event that builds a strong local economy, and a brighter, healthier tomorrow.

We are seeking to confirm sponsorship commitments by January 15th, 2021. For information, please contact:



Start

Flower

Fruit

\$1,000

\$2,500

\$5,000

Recognition in...

All outreach materials	Yes	Yes	Yes
Event program	Small logo	Large logo	Large logo
Event signage	Small logo	Large logo	Large logo
Brief presentation	No	No	Yes
Reserved tabling space	Yes	Yes	Yes
Social media posts	1	2	3
Logo and link in directory	Yes	Yes	Yes
Logo in print copy	Yes	Yes	Yes

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The Pacific NW CSA Coalition is a network of CSA farms that serves to connect farmers with each other and with eaters in the Portland metro area. PNWCSA is a 501(c)3 organization, and is led by an advisory board of CSA farmers and supporters.

