



HARVEST GREEN CHEF FEST 2019
SUNDAY, MARCH 10, 2019
12-4PM
HARVEST GREEN VILLAGE FARM
8939 HARLEM RD, RICHMOND, TX 77407

Harvest Green Village Farm's 3rd Annual Chef Fest will kick off the spring season with a feast of freshness on March 10, 2019. Eleven local chefs will use seasonal produce to create festival style dishes that celebrate the Houston terroir. Beyond the intentional eats, our attendees will get to enjoy full pours of craft cocktails and local wine and beer, listen to live music, and steep in the system of a working farm, all while benefiting local producers and our nonprofit partner — I'll Have What She's Having.

2019 CHEFS

- Tony Luhrman**, El Topo
- Richard Knight**, Atlas Diner, Bravery Diner
- Alvin Schultz**, Mind Body Fuel
- Evelyn Garcia**, Chef Evy Pop-Up
- Patrick Feges**, Feges BBQ
- Johnny Rhodes**, Indigo
- Paul Lewis**, Indianola
- Adam Dorris**, Presidio, Lotti Dotti
- Skyler Hanka**
- Jane Wild**, The Dunlavy
- Dawn Burrell**, Kulture

General Admission attendees will have full access to food, beverages and all areas of the event. VIP attendees (21+) will have the opportunity to park on-site and enter into a private VIP tent that has premium drinks, sit-down tables and a unique dessert experience with Jill Bartolome.

AUDIENCE PROFILE

We anticipate over 900 attendees at our event this year, after having 650 join us last year. Many will be residents of Harvest Green — the first Houston-area development centered around a community farm. Others will likely travel from the Houston Metro Area, particularly the inner loop, to experience the food and festivities. Our target audiences this year include millennials and baby boomers, and foodies of all ages. Many will also likely subscribe to CSA boxes, be active in farming and/or hunting communities or be advocates for buying local and sustainable products.

REACH

Last year's event generated almost half a million impressions across all promotion streams. We expect a similar reach this year with a significant portion being organic sharing of meaningful promotional assets for a stronger engagement with the content.



EVENT SPONSORSHIP OPPORTUNITIES

STAGE TITLE SPONSOR \$2500

Be a sponsor of our 20x16 stage for our musical selection of the day. Included in your sponsorship is a banner on the stage that includes your logo, naming rights of the stage that will be printed in all event materials, and social media promotion. Also, we're happy to work with you on customizing the stage with your product and/or offering, should you want to include an experiential component to your sponsorship.

DINING TENT TITLE SPONSOR \$3500

We have a 40x80 dining tent for our attendees to sit and relax as they enjoy their food. You have the opportunity to deck out the tent in a way that showcases your business or set up a small footprint experience within the tent. Your sponsorship includes banners on the tent with your logo on them, naming rights of the tent (with approval) that will be printed in all event materials, and social media promotion.





CHEF SPONSOR **\$5000**

If you want to get in front of our chefs, this sponsorship is for you. Up to half of this donation can be made as an in-kind product donation to our chefs. Cookware, single use serving wear and spices are some possible suggestions. In exchange, you receive your logo on all banners at the chef's tents (a high-touch visibility opportunity with all attendees), an activation space (if desired) and social media content creation from each chef participating in the event.

VIP SPONSOR **\$5000**

We intend to have 100+ VIPs in attendance at the event, and they will all have access to a private VIP tent. As a sponsor of the VIP tent, you will receive banners inside and outside of the tent with your logo on them, naming rights of the tent that will be printed in all event materials, and social media promotion. Also, we're happy to work with you on customizing the tent with your product and/or offering, should you want to include an experiential component to your sponsorship.

BATHROOM SPONSOR **\$1000**

Get fun and creative at our bathroom stations! Use this unique opportunity to talk about recycling, waste or other toilet humor. As folks will be drinking plenty at the event, we intend this to be a high-visibility area of the event. As a sponsor of the bathrooms, you will receive banners surrounding the bathrooms with your logo on them, naming rights to the area that will be printed in all event materials, and social media promotion.

YARD GAMES SPONSOR **\$750**

We have an assortment of yard games our event attendees will be playing, like corn-hole and lawn bowling. Use this space as an opportunity to drive brand awareness, with signage co-branded with your company's logo and Chef Fest's. Beyond signage, you'll have naming rights to the area that will be printed in all event materials, and social media promotion.

HAY BALE SPONSOR **\$700**

Make our attendees' days by providing cushy hay bale seating for our dining tent and external areas of the festival. You can place a single indicator of your sponsorship on each bale, and we'll be sure to promote your sponsorship online.

SPICE SPONSOR **\$500**

Our chefs need spices to cook with, and lots of them. This donation can be entirely made in-kind. In exchange for providing for our chefs, you receive your logo on placards at chef's tents and social media promotion of your participation in the event.

TRASH CAN SPONSOR **\$300**

Our attendees will be visiting our trash cans often, which is a perfect opportunity for you to get some brand value. You can place a single indicator of your sponsorship on each public trash can, and we'll be sure to promote your sponsorship online.



BEVERAGE SPONSORSHIPS

BEER SPONSOR

This year, we're offering three brewery sponsorships for the event. Beer sponsors will need to provide at least 500 12oz servings of beer (in keg or can format). In exchange for your partnership, we will provide placards with your beer and brand at each bar and social media promotion. Also, we're happy to work with you on creating and customizing an on-campus footprint to really amp up your brand presence at the event — this cannot, however, be another bar or serving station for the beer.

WINE SPONSOR

This year, we're offering an exclusive wine sponsorship for the event. The wine sponsor needs to provide at least 500 4oz servings of 3 different wines, including at least one white and one red. In exchange for your partnership, we will provide placards with your wine and brand at each bar and social media promotion. Also, we're happy to work with you on creating and customizing an on-campus footprint to really amp up your brand presence at the event — this cannot, however, be another bar or serving station for your wines.

LIQUOR SPONSOR

This year, we're offering up to three liquor sponsorships for the event. Each liquor sponsor will be working with I'll Have What She's Having — a nonprofit who will be creating the cocktail menu and staffing our bars for the event. In exchange for your partnership, we will provide placards with your branding at the cocktail bar and social media promotion. Also, we're happy to work with you on creating and customizing an on-campus footprint to really amp up your brand presence at the event — this cannot, however, be another bar or serving station for your liquor.

