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# ROOTED 2025 EVENTS SPONSORSHIP PROGRAM



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## ABOUT OUR 2025 EVENT SPONSORSHIP OPPORTUNITIES

At Rooted, we are dedicated to fostering a resilient local food system, promoting sustainable agriculture, and ensuring equitable access to land and fresh, nutritious food for all. Our events are an integral part of how we deliver on our mission of bringing our community together through food, land, and learning.

Corporate sponsorship plays an important role in our finances and in building community connection. By supporting a Rooted event, our sponsors help us continue our work and have the opportunity to reach the community in a new way. We are excited to build relationships with sponsors that benefit all and bring the Madison community together.

## SPONSORSHIP LEVELS

Our sponsorship program is built around three levels of support, but your gift of any amount will help us continue to provide programming for the community. Please see the last page of this packet to learn more about how Rooted will reciprocate your generous sponsorship. Sponsors can contact us to discuss full sponsorship opportunities.

## OUR REACH AND VISIBILITY

Community is central to the work we do at Rooted, and our programs reach a wide audience across Madison and Dane County. Our events draw many community members, including over 100 attendees at our Troy Farm events, between 150-200 at our Badger Rock Markets and Community Meals, and 70 at last year's Community Gardens Summit. Rooted's digital presence extends to 3,900 and 3,100 followers across our two Facebook pages, 2,300 followers on Instagram, 4,000 recipients on our email newsletter list, and thousands of views of our virtual workshops.

## CORPORATE VOLUNTEER OPPORTUNITIES

Sponsors are also invited to create volunteer opportunities for their employees to engage directly with our programs. Corporate volunteering with Rooted can be discussed in addition to sponsorship details.





## **HERITAGE MONTH VIRTUAL WORKSHOP SERIES**

### **TUESDAYS AND SUNDAYS**

**Black History Month—February 1-28**

**Asian American and Pacific Islander**

**Heritage Month—May 1-31**

**Hispanic Heritage Month—September 15-October 15**

**Native American Heritage Month—November 1-30**

**VIRTUAL—Badger Rock Neighborhood**

**Center Facebook, Rooted YouTube channel**

Rooted produces weekly video workshops featuring cooking, gardening, arts and crafts, and interviews with guests from the community. Rooted also publishes spotlights lifting up members of the community and the work they do. The filmed virtual workshops are available on our social media pages and on YouTube, where they are accessible for those who cannot attend in-person events and people outside the Madison area.



## **COOKING AND GARDENING WORKSHOPS**

**TUESDAYS AND SUNDAYS: Spring, Summer, Holiday**

**VIRTUAL—Badger Rock Neighborhood Center Facebook, Rooted YouTube channel**

**IN PERSON—Badger Rock Neighborhood Center, 517 E. Badger Rd.**

Rooted hosts weekly workshops featuring seasonal cooking and gardening topics. Workshops are held virtually on Tuesdays and Sundays, and with an in-person session on Sundays during the growing season. The filmed virtual workshops are available on our social media and on YouTube, where they are accessible for those who cannot attend in-person events and people outside the Madison area. The in-person sessions are held at Badger Rock Neighborhood Center and are open to the public.

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## **BADGER ROCK COMMUNITY DINNERS**

**SECOND FRIDAYS: January-June, September-November**

**Badger Rock Neighborhood Center,**

**517 E. Badger Rd.**

CommUNITY Dinners are free and open to the community. Dinner is cooked by Chef Kipp Thomas and our Rooted youth employees, and can include music, family activities, and the Badger Rock farm stand. We collaborate with Badger Rock Middle School, and monthly themes are planned to celebrate heritage months, holidays, and milestones in the Badger Rock Middle School and Rooted communities.



## **COMMUNITY GARDENS ORGANIZER SUMMIT**

**Saturday, March 8**

**Badger Rock Neighborhood Center,**

**517 E. Badger Rd.**

Rooted's annual Community Gardens Summit features workshops and discussions about gardening, community garden organization, and cultural growing practices. The 2025 summit will focus on organizational topics and collaborative planning for 2025 in-garden education. We welcome gardeners and garden organizers to come learn, teach, and share in the community gardening community.



## **TROY FARM PLANT SALE**

**Saturday, May 10**

**Troy Farm and Gardens,**

**502 Troy Dr.**

Troy Farm grows a wide variety of certified organic plant starts for our annual plant sale. This year we will be offering vegetables, herbs, flowers, fruits, specialty Southeast Asian vegetables and herbs, and native plants. The plant sale is the perfect opportunity for home and community gardeners to find all the plants they need for their gardens.





## **FARM TO SCHOOL AID**

**Saturday, May 24**

**Troy Farm and Gardens**

**502 Troy Dr.**

Our first annual Farm to School fundraiser, Farm to School Aid will be a music festival with proceeds supporting our work with school gardens. This family-friendly event will feature several local bands, food vendors, and activities for children.



## **BADGER ROCK COMMUNITY MARKET**

**SUNDAYS, June-September**

**Badger Rock Neighborhood Center,**

**517 E. Badger Rd.**

Our popular weekly Sunday market is a fun family-friendly event which features local vendors, food, and other programming such as music or dance performances, mini book and art fairs, children's activities, and more. The Badger Rock Farm Stand also provides low cost produce for families from our Rooted Youth Employees.



## **TROY FARM PIZZA NIGHTS**

**SUMMER**

**Troy Farm and Gardens,**

**502 Troy Dr.**

The popular pizza nights at Troy are returning this year, featuring homemade pizzas made in our Troy Farm wood fired pizza ovens. Coinciding with Troy Farm CSA pick-up on Thursdays, all are invited to Troy to enjoy farm fresh pizza and explore the beauty of the land at Troy Farm and Gardens.

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## TROY FARM COOKING IN THE GARDEN

**SUMMER**

**Troy Farm and Gardens**  
**502 Troy Dr.**

Community members are invited to Troy Farm and Gardens to harvest fresh produce, participate in a cooking class with a local guest chef, and prepare their own farm to table meal to enjoy outdoors at our beautiful 26 acre property.



## TROY FARM HARVEST FEST

**AUTUMN**

**Troy Farm and Gardens,**  
**502 Troy Dr.**

Our second annual Troy Farm Harvest Fest welcomes the community to Troy Farm and Gardens for a day on the land to celebrate the harvest season. Events may include cider pressing, wood fired pizza, workshops, music, art, the Troy Farm stand, U-pick produce, land tours, and other autumnal family-friendly activities.



## TROY FARM TO TABLE FUNDRAISING DINNER

**AUTUMN**

**Troy Farm and Gardens,**  
**502 Troy Dr.**

This exclusive event invites attendees to Troy Farm and Gardens to celebrate the bounty of the harvest with a premiere farm to table experience provided by some of Madison's best chefs. Enjoy a delicious meal at the farm and help support Rooted's work in the community.



## SPONSORSHIP LEVELS

RECOGNITION	SPONSORSHIP LEVEL		
	Seed Sower [\$2,500]	Cultivator [\$5,000]	Harvest Champion [\$10,000]
Funders Webpage Acknowledgement	X	X	X
Logo on Event Flier	X	X	X
Email Newsletter Acknowledgement		X	X
Social Media Acknowledgement		X	X
Your signage included at the event			X
Opportunity to say a few words at the event			X

## HOW TO BECOME A SPONSOR

**Thank you for your interest in becoming a sponsor for Rooted!**

To confirm your sponsorship please send the following information [or any questions] by email to Hedi Rudd, Rooted Co-Executive Director, at [hedi@rootedwi.org](mailto:hedi@rootedwi.org)

PLEASE INCLUDE:

- 1) Your name, organization, and email.
- 2) Which events you would like to sponsor at which levels.
- 3) Whether you would like an invoice for your sponsorship,
- 4) Your logo as an attachment in JPEG or PNG format.



**“UW Health sponsors Rooted as we see how Rooted’s work connecting community through food, land, and learning contributes to the health of individuals, families, and community. Whether it’s enjoying food with one another, learning how to grow and cook nutritious food, or spending time on the land that grows our food, we see the importance of the work Rooted does to create a healthy future.”**

**~Juli Aulik, UW Health Director of  
Community Relations**

