



is inviting YOU to be a

# SPONSOR

for the time period January 2024 through December 31, 2024 Donate Link: https://square.link/u/w4AyEKob

Link to Unleash the Power of Green Campaign Sponsorship page: bit.ly/45URY1g

# Your Support Helps

- 🔽 ACCESS TO PLANT-BASED FOODS 💟 FOOD, HEALTH & NUTRITION PROGRAMS.
- 🔽 GARDEN EDUCATIONAL PROGRAMS. 💟 THE COMMUNITY GARDEN'S SPACE

# Inside You'll find:

- Sponsorship Letter
- Sponsorship Level info:
  - **Main Organization**
  - **Year-Round Programs**
  - 13 Garden Opportunity Zones 💟 Checklist

- Advertising Info. & Value
- Advertising Sponsorship **Deliverables**
- **Application**



#### 3201 Airline Dr. Houston, TX 77022 \* (832) 910-8261 \* www.beautyscommunitygarden.org

Yvette Leno – President, Crys Himes – Vice President, Mallory Saxton – Secretary



#### An Invitation to Sponsor Beauty's Community Garden

Dear Potential Sponsor,

We're entering the time of year where funding the coming calendar year--January 2024 through December 31, 2024 is upon us. As part of Beauty's Community Garden's fundraising efforts, we're excited to introduce you to our annual, Unleashing the Power of Green Campaign. This campaign supports several initiatives that are making a root level impact in the community, from providing direct food access, to education on urban farming, nutrition, and healthy eating. The Independence Heights district, where Beauty's Community Garden resides, has evolved, over the years, into a community with limited nutritious fresh food access. This results in physical and mental wellbeing challenges and higher rates of chronic illness. Beauty's Community Garden has created a powerful symbol of unity and growth, and a peaceful retreat fostering a community spirit and environment around sustainable healthy living.

Your sponsorship will directly contribute to creating a greener and healthier environment for our community. The funds will be used for our organization's continuous improvement, garden sustainability, and expansion. Additionally, they will support educating the public with workshops on organic gardening and nutrition.

As a sponsor, you'll receive visibility through our online and offline promotional materials, signage in the garden, and recognition at our programs and events. Moreover, your support will underscore your commitment to corporate social responsibility, enhancing your brand image among your customers, employees, and the wider community.

By partnering with us, your organization can join the mission of empowering individuals to become their own food source, by aligning with one of our initiatives and programs:

#### WITH YOUR HELP, POSSIBILITIES ARE ENDLESS!

Go to the **Unleash the Power of Green Campaign** page for general Sponsorship info and links <u>bit.ly/45URY1g</u>

- Donate towards our *MAIN Organization* as a Sponsorship: A financial contribution that helps our organization meet our mission. Link: bit.ly/3EIPk2D
- Donate towards our *Year-Round PROGRAMs as a Sponsor*: Provide a financial contribution toward our garden and nutritional health programs that are open to the public. Link: bit.ly/3EJw19g
- Underwrite a *Garden Opportunity Empowerment Zone*: Sponsor one of the 13 zones in our garden needing completion or renovation. Link: <u>bit.ly/44UYnYW</u>

Join us in cultivating a healthier, greener, and more connected community. Enclosed, please find detailed sponsorship levels and benefits. We are confident that we can find a partnership opportunity that meets your needs and amplifies your impact.

Let's sow the seeds of change together. Contact us today to discuss how we can grow a better future. As a non-profit organization, Beauty's Community Garden is immensely appreciative of our volunteers, donors, and sponsors who have played an instrumental role in supporting our initiatives, programs, and events.

Thank you for considering this opportunity,

Best Regards,

Director/Founder

Beauty's Community Garden

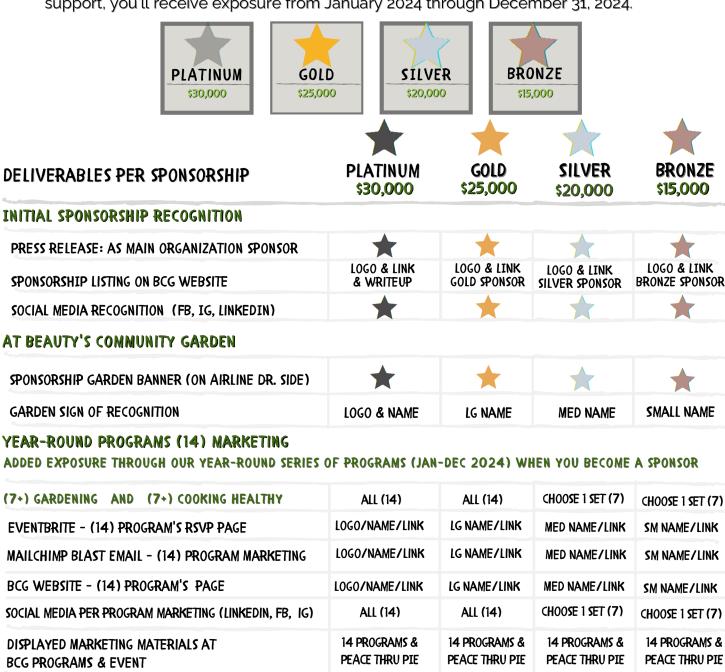
(832) 910-8261

Donate@beautysgarden.org

www.BeautysCommunityGarden.org



All MAIN Organization Sponsorship dollars raised exclusively support the sustainability and mission of Beauty's Community Garden organization. Each MAIN Sponsorship level will receive benefits based on the level of their sponsorship commitment. With your support, you'll receive exposure from January 2024 through December 31, 2024.



2 PGS. (CTR SPREAD)

OR 1 INSERT

1 PAGE

1/2 PAGE

1/2 PAGE

ADVERTISING

AD SPACE. IN PRINTED PROGRAM / HANDOUT



# 2

# YEAR-ROUND PROGRAM SPONSORSHIPS

All Year-Round PROGRAM Sponsorship dollars raised exclusively support the sustainability and mission of Beauty's Community Garden's year-round Garden and Cooking Healthy programs. Each year-round PROGRAM Sponsorship level will receive benefits based on the level of their sponsorship commitment. With your support, you'll receive exposure from January 2024 through December 31, 2024.







#### (14+) MARKETING. (7+) GARDENING AND (7+) COOKING HEALTHY OPPORTUNITIES

DELIVERABLES PER SPONSORSHIP	YEAR-ROUND	YEAR-ROUND	YEAR-ROUND
	GARDEN AND	GARDEN	COOKING
INITIAL SPONSORSHIP RECOGNITION	COOKING HEALTHY \$10,000	PROGRAMS \$5,000	#EALTHY \$5,000
PRESS RELEASE: AS MAIN PROGRAM SPONSOR	**	*	*
SPONSORSHIP RECOGNITION ON BCG WEBSITE	LOGO-LINK & WRITEUP	LOGO-LINK & WRITEUP	LOGO-LINK & WRITEUP
SOCIAL MEDIA RECOGNITION PER PROGRAM	**	*	*
RECOGNITION AT EACH PROGRAM			
YEAR-ROUND PROGRAM BANNER (ON AIRLINE DR. SIDE)	**	*	*
SIGNAGE AT PROGRAMS	LOGO/NAME	LOGO/NAME	LOGO/NAME
MARKETING	ALL (14+)	7+ GARDEN	7+ COOKING HEALTHY
EVENTBRITE - PROGRAM'S RSVP PAGE	LOGO/NAME/LINK	LOGO/NAME/LINK	LOGO/NAME/LINK
MAILCHIMP BLAST EMAIL - PROGRAM MARKETING	LOGO/NAME/LINK	LOGO/NAME/LINK	LOGO/NAME/LINK
BCG WEBSITE - PROGRAM'S PAGE	LOGO/NAME/LINK	LOGO/NAME/LINK	LOGO/NAME/LINK
SOCIAL MEDIA PER PROGRAM MARKETING (LINKEDIN, FB,	ALL (14)	7+ GARDEN	7+ COOKING HEALTHY
GSPLAYED MARKETING MATERIALS AT BCG PROGRAMS & EVENT	ALL (14) AND PEACE THROUGH PIE	7+ GARDEN & PEACE THROUGH PIE	7+ COOKING HEALTHY & PEACE THROUGH PIE
ADVERTISING			
AD SPACE. IN PRINTED PROGRAM / HANDOUT	1 PAGE OR INSERT	1/2 PAGE	1/2 PAGE



# **GARDEN OPPORTUNITY EMPOWERMENT ZONES**

SPONSOR (UNDERWRITE / IN-KIND)

What better place to start creating the experience we imagine for our community than right in Beauty's Community Garden? We've divided the garden into 13 *Opportunity Empowerment Zones*. When you sponsor or underwrite a zone, it helps us get closer to realizing the garden as the culturally rich educational space and community space, for plant-based whole-food access we envision. As you look over the zones, consider two ways to receive the full benefits:

- 1. Underwrite the full cost of a Garden Opportunity Empowerment Zone,
- 2. Provide the full materials and labor to complete a zone.

DELIVERABLES PER ZONE	ZONE VALUE \$10K> OVER	ZONE VALUE \$5K-\$9,999	ZONE VALUE \$2K-\$4,999	ZONE VALUE \$500-\$1,999
PRESS RELEASE SUPPORTING OPPORTUNITY ZONE	*	*	*	*
SPONSORSHIP RECOGNITION ON BEAUTY'S COMMUNITY GARDEN WEBSITE	LOGO-LINK & WRITEUP	LOGO-LINK & WRITEUP	LOGO-LINK & WRITEUP	LOGO-LINK & WRITEUP
SOCIAL MEDIA RECOGNITION PER OPPORTUNITY ZONE. (FB,IG, LINKEDIN)	*	*	*	*
GARDEN SIGN: BY THE SPONSORED ZONE "MADE POSSIBLE BY-YOUR NAME"	*	*	*	*
GARDEN'S SUPPORT HUB: RECOGNITION	*	*	*	*
ADVERTISING SPACE AT YEAR-ROUND PROGRAMS, EVENTS & HANDOUTS INCL. PEACE THROUGH PIE	2 PAGES OR INSERT	1 PAGE	1/2 PAGE	1/4 PAGE

# BCG-U3 RETROFIT & BUILDOUT OF 20' FT SHIPPING CONTAINER

\$50,000

This zone focuses on a retrofit and buildout of the 20ft. container, already on-site at the garden. This new space will provide shelter, an indoor, air-conditioned space, restroom facilities, and storage to support garden programs and visitors.



There's an old chain link fence surrounding the 9000 sq. ft. garden. This zone funds the installation of aluminum fencing on two sides of the garden adjacent to the street with traffic -- Airline Drive (a main street) and 32nd Street (a side residential street.) Funding includes a few access gates.

# BCG-U4 POWER ENERGY SOURCE & SOLAR

\$15,000

As an organic, environmentally conscious garden, This zone supports bringing electrical power to the garden by installing and setting up a solar system atop the 2 oft. container onsite. Solar is a clean, quiet, and safe economical energy source.



\$10,000

This zone focuses on creating Six (4 x 8' x 36") and Ten (4 x 10 x 36") above-ground garden beds. These beds will be built up and framed to provide an accessible and comfortable height for all ages. It will expand the garden's sitting area, support crop health, and provide a cohesive look throughout the garden.



\$10,000

This zone pays for a complete rainwater system that collects and connects to crops throughout the garden by utilizing our 20 ft. container as the primary collection source.



\$650

As an organic and environmentally friendly garden, composting keeps soil healthy and biologically active. Its several environmental benefits help reduce greenhouse gas emissions and recycle plant nutrients. Our compost area upgrade includes a more efficient compost drum.



# **GARDEN OPPORTUNITY EMPOWERMENT ZONES**

Sponsor (Underwrite / In-Kind)
- continued -



\$3,500

As an educational community garden, we will standardize how plants are labeled. Larger signs throughout the garden will help visitors navigate the various planting areas and learn about the plants--how to care for them, the nutrients they provide, and how they are prepared and used. Eventually, we will expand learning by incorporating QR codes.

# BCG-U11 MAIN ENTRI-WAY OPENING & WELCOME SIGN

\$6,000

We want to create a unique opening and Welcome sign that feels welcoming to visitors when they come to the garden. Part of the front gate opening will be a rolling structure that will provide security when we aren't present and will be easy to open and close.

# GROUND COVER THROUGHOUT GARDEN

\$7,500

Throughout the garden, we are raising funds for a ground cover that will repel weeds, provide good drainage, and be comfortable as a walking path throughout the garden.

## **▶** BCG-U13

BRICKS, PAVERS & TRIMS FOR GARDEN BEDS

\$9,000

Our garden beds must be constructed and framed to provide a cohesive look. Their height will provide easy access for all ages and expand the garden's sitting area and classroom space.

# BCG-U14 STAND ALONE GARDEN BEDS WITH GREEN HOUSE COVERING

\$7,500

All above-ground planter areas are susceptible to Houston's harsh elements (sun, high temperatures, and rain). This zone funds a "hoop culture" throughout the garden, providing year-round protection to crops against intense sunlit and frost.



\$1,200

This stand-alone board will provide class updates, Upcoming events, feature plants, and links to what's happening in the Garden. Included is the who's who at the Garden and a space highlighting sponsors that contributed to the Garden's success.



\$5,250

Being a garden with an accessible handicapped accessible toilet opens the garden up to taking on opportunities that have been closed to us because we haven't had these facilities. The total amount requested covers a three-year comment with a once-a-week service.



## **ADVERTISING INFO & VALUE**

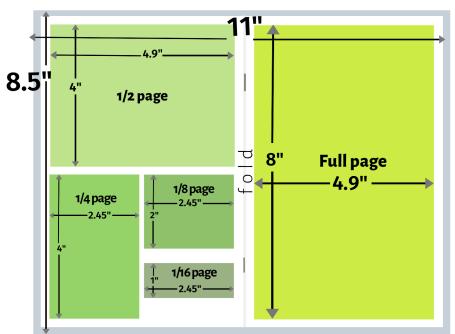
As part of your sponsorship, you'll receive the opportunity to place an ad (as a benefit) in printed programs and handouts passed out throughout the year to attendees who sign up for our year-round programs and events. This includes the printed program at Beautys' Community Garden's 8th Annual MLK PEACE through PIE Event & Fundraiser, held on Saturday, January 13, 2024. This event has upward of 300+ attendees. There is no charge as a Sponsor, but we thought you'd like to know the value of your advertising benefit.

Once you have your ad complete.

• Advertising example: Each participant who signs up for our Healthy Cooking workshops receives a handout with information about the ingredients, the recipes, tips on the health benefits of the ingredients, and names of instructors, sponsors, and supporters. Your ad will be part of this handout. Asample of this handout is on the main Advertising page located at https://bit.ly/3rnzDuP

# **DETAILS**

# When your advertising is complete, use the QR code or link to upload your ad artwork



#### GARDEN PROGRAMS AD. PRICING

1 YEAR COMMITMENT (MIN 7 PROGRAMS)

- \$630 (\$90x7) Full page (8"x 4.9")
- \$455 (\$65x7) 1/2 page (4"x 4.9")
- \$350 (\$50x7) 1/4 page (4"x2.45")
- \$280 (\$40x7) 1/8 page (2"x 2.45")
- \$210 (\$30x7) 1/16 page (1"x 2.45")

# COOKING HEALTHY PROGRAMS

**AD PRICING** 

1 YEAR COMMITMENT (MIN 7 PROGRAMS)

- \$630 (\$90x7) Full page (8"x 4.9")
- \$455 (\$65x7) 1/2 page (4"x 4.9")
- \$350 (\$50x7) 1/4 page (4"x2.45")
- \$280 (\$40x7) 1/8 page (2"x 2.45")
- \$210 (\$30x7) 1/16 page (1"x 2.45")

### BIT.LY/3RNZDUP

#### Ad Color & File requirements

Artwork (color or black & white) should be High Resolution: 300 DPI, in format(s) .JPEG.PNG, PDF (no larger than 10mb)

## **PROGRAM**

**AD. PRICING** 

PER EACH YEAR-ROUND PROGRAM

- \$125 Full page (8" x 4.9")
  - \$75 1/2 page (4" x 4.9")
- \$60 1/4 page (4" x
- \$50 1/85 age (2")
- (1" x

# COOKING HEALTHY & GARDEN PROGRAMS

**AD PRICING** 

1 YEAR COMMITMENT (MIN 14 PROGRAMS)

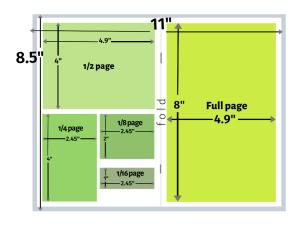
- \$1,260 (\$90x14) Full page (8"x 4.9")
- \$910 (\$65x14) 1/2 page (4"x 4.9")
- \$700 (\$50x14) 1/4 page (4"x2.45")
- \$560 (\$40x14) 1/8 page (2"x 2.45")
- \$420 (\$30X14) 1/16 page (1"x 2.45")



## ADVERTISING SPONSORSHIP DELIVERABLES

LINK TO AD SUBMISSION:

### BIT.LY/3RNZDUP



# Ad Color & File requirements

Artwork (color or black & white) should be High Resolution: 300 DPI, in format(s) .JPEG .PNG, For inserts a PDF (files should be no larger than 10mb)



# MAIN ORGANIZATION SPONSOR

**ADVERTISING DELIVERABLE** 



2 PAGES (CENTER SPREAD) OR 1 INSERT



1 PAGE



1/2 PAGE



1/2 PAGE

#### YEAR-ROUND PROGRAM SPONSOR

ADVERTISING DELIVERABLE



1 PAGE OR INSERT



1/2 PAGE

**OPENING** 



1/2 PAGE

## OPPORTUNITY EMPOWERMENT ZONE SPONSOR

13 ADVERTISING DELIVERABLE

# 2 PGS. (CENTER SPREAD) OR 1 INSERT

- BCG-U3 RETROFIT & BUILDOUT 20' FT SHIPPING CONTAINER
- BCG-U4 POWER ENERGY SOURCE & SOLAR
- BCG-U5 RAIN BARRELS AND WATER SYSTEM
- BCG-U7 GARDEN BED CONSTRUCTION

## 1 PAGE

- BCG-U6 ALUMINUM FENCING & GATING
- BCG-U11 MAIN ENTRI-WAY
   & WELCOME SIGN
- BCG-U12 GARDEN GROUND COVER
- BCG-U<sub>13</sub> BRICKS, PAVERS & TRIMS FOR GARDEN BEDS
- BCG-U14 STAND ALONE GARDEN BEDS WITH GREEN HOUSE COVERING
- BCG-U18 PORTA-POTTY FOR GARDEN

#### 1/2 PAGE

BCG-U9 -GARDEN EDUCATIONAL SIGNAGE



BG-U15 - THE GARDEN'S HUB AND BULLETIN BOARD

BCG-U8 -COMPOST BIN AREA IMPROVEMENT



### Here's 2 options to secure your Sponsorship Commitment

### COMPLETE & SUBMIT THIS FORM TO:

- Email form to: Donate@beautysgarden.org
- Mail form Option: Beauty's Community Corporation 3201 Airline Drive, Houston, TX 77022
- Arrange for payment with Yvette Leno (832) 910-8261
- Complete sponsorship webform (when ready) to submit company bio, links, etc
- Upload your advertising ad through webform <u>bit.ly/3LsOjzg.</u>

## COMPLETE OUR ONLINE SPONSORSHIP FORM

- Go to: Sponsorship webpage at <u>bit.ly/45URY1g</u>
   Click the button link to your Sponsorship type.
- Complete sponsorship web form: company bio, links, etc. Upload your logo(s). (form can be saved) must keep link
- Arrange for payment with Yvette Leno at (832) 910-8261 donate@beautysgarden.org
- Upload your advertising ad through webform bit.ly/3LsOjzg

### Check your level of Sponsorship

MAIN ORGANI	ZATION SE	PONSOR		<b>YEAR</b>	R-ROUND PR	OGRAMS SPONSOR	
PLATINUM GOLD	\$30,000 \$25,000	○ ★ SILVER ○ ★ BRONZE	\$20,000 \$15,000	\$10,000 \$5,000 \$5,000	GARDEN & COGARDEN COOKING HEA	DOKING HEALTHY	
13 GARDEN O	PPORTUN	ITY EMPOWER	MENT ZONES	}			
\$15,000 BCG-U4 - \$10,000 BCG-U5 - \$7,000 BCG-U6 - \$10,000 BCG-U7 - \$650 BCG-U8 -	Power Energ Rain Barrels & Aluminum Fe Garden Bed & Compost Bin	ildout of 20ft. Ship Co y Source & Solar & Water System encing & Gating & Construction Area & Improvement eational Signage	○ \$7, ○ \$9, ○ \$7, ○ \$1,2	500 BCG-U12 - 000 BCG-U13 - 500 BCG-U14 -	Ground Cover T Bricks, Savers & Garden Beds w Garden Hub &	Opening & Welcome Sigr Throughout Garden & Trims for Garden Beds ith Green House Covering Bulletin Board the Garden (3-yrs)	
		Co	mpany In	fo			
Donor/Company Name		Sponsor Contact Name					
Street Address		City		S	tate	Zip	
Phone Number			· ·	mail Address			
Donor Name as it shoul	d be listed for F	RINT recognition	1	Website			
Amount Sponsorship	)	Payme	nt Commi				
\$		Check the metho					
Payment Type:  Check #	Square	payment link: https://	/square.link/u/w4	AyEKob Pleas	se Invoice me	) Other	
Payment Contact			Phone No.	Email			
Signature			Print Name			Date	



# Let's check you have everything



## Identify your Sponsorship Commitment & Level

bit.ly/45URY1g- 'Unleashing the Power of Green' Campaign

- \_\_\_ bit.ly/3EIPk2D 1 Main Organization Sponsorship Info & Form
- \_\_\_ bit.ly/3EJw19g 2 Year-Round Program Sponsorship Info & Form
- \_\_\_ bit.ly/44UYnYW (3) Garden Opportunity Empowerment Zone Info& Form

# V

## Information You'll Need to complete the online form

You'll be able to save your form in case you need to complete it later. If you save it, make sure you save your link -- only you will have it.

- Main Business Contact information
  Business Write-Up, link, web/physial address (if you want to market your location)
  Business Logo: Upload your high res. (300 dpi) .PNG file centered horz/vert 400x400)
- Application Securing your Sponsorship 128
  - Options Mail or email the one (1) page Sponsorship Application form

    All sponsors will eventually be required to complete web Sponsorship form
- Advertising (a dedicated page to upload your ad)
  bit.ly/3LsOjzg Link to page
  Identify ad size and upload ad choice

Provide Graphic Artist or Marketing contact

Advertising layout deadline 12/15/2023 12-noon!



- Identify method of payment: Square, Invoice me, Check: (make payable to Beauty's Community Corporation.)
- Payment contact: Yvette Leno (832) 910-8261 Donate@beautysgarden.org