



## Sponsorship Opportunities

Since 1999, ANC has worked to create a vibrant, connected, and healthy community on Lansing's Eastside. Your willingness to team up with us to promote neighborhood revitalization, increase food access and security, ignite entrepreneurial enterprises, and implement health-related initiatives that enrich people's lives is very much appreciated. We promise that, with your support, we will continue to catalyze neighborhood-driven transformative change in Lansing.

### OUTREACH AND ENGAGEMENT SPONSORSHIPS

Outreach & Engagement enrolls neighbors in health coverage options (Medicaid, ACA, Ingham Health Plan), links them with clinical services, locates safe and affordable housing, and provides referrals to a wide range of other services. This team also canvasses the neighborhood annually, distributes a hard copy newsletter 3X each year, sends out the weekly Active Neighboring News E-Bulletin to 2500 households, and hosts Active Neighboring Café's to provide a regular opportunity for education and dialogue on topics of concern. Outreach staff also facilitate the Senior Discovery Group, which meets weekly for 'pretty good coffee and great conversation'. Finally, Outreach staff manage our volunteer program, engaging and placing over 400 volunteers each year in ANC and other neighborhood initiatives.

**Eastside Neighbor Underwriter (\$2500):** This hard-copy newsletter is distributed 3X each year to 3500 households and contains information about ANC's programs and services as well as emerging neighborhood topics. It is also added to our website and accessible to a large number of visitors who do not have it delivered to their homes. The underwriter of the Eastside Neighbor is clearly and visibly identified in each issue of the newsletters as the primary sponsor, is featured on the sponsorship page of our website, and is listed in our Annual Report.

**Market Walk Sponsor (\$4000):** This innovative program integrates food and fitness by rewarding exercise with Allen Farmers Market currency. Held in Hunter Park during the warm weather season (May-September), walkers meet 3X/week and as they accumulate mileage, are rewarded with tokens redeemable at the Allen Farmers Market. Sponsors will have their company name listed on all Market Walk promotional materials, have their logo/name on the large banner displayed in the Park during the session, be featured on the sponsorship page of our website, and listed in our Annual Report.

**Senior Discovery Group (\$1000):** This gathering of 55 year and older community members features a different speakers each week and engages participants in discussions about a wide range of issues. Seniors tell us that they enjoy this focus on 'life-long education' and the camaraderie they experience every Wednesday morning when they gather for "pretty good coffee and great conversation." Fields trips, healthy snacks, international speakers, local and national history, nutrition education, ballot proposals, easy home repair and more are all a part of this lively program. Sponsors will have their company name

listed on all Senior Discovery promotional materials, be featured on the sponsorship page of our website, and listed in our Annual Report.

**Meet Your Neighbor (\$250 each):** Offered in partnership with the Immigrant and Refugee consortium, these facilitated conversations bring together native-born neighbors with refugees and immigrants for lively conversations that focus on what we have in common and on current topics related to immigration. Other sessions and teach-ins focus on other marginalized community groups, environmental issues and challenges, and civic engagement opportunities. Sponsors will have their company name listed on all pertinent promotional materials, be featured on the sponsorship page of our website, and listed in our Annual Report.

**For more information, contact Outreach and Engagement Director, Denise Paquette:**  
[denisep@allenneighborhoodcenter.org](mailto:denisep@allenneighborhoodcenter.org)

## FARMERS MARKET SPONSORSHIPS

We would like to invite you to be a sponsor of the Allen Farmers Market, the liveliest farmers market in the region. Your support will be essential to help us adapt to changing circumstances and continue to offer a thriving farmers market venue for our local food vendors and neighbors.

### **Outdoor Season Market Day Sponsor Package: \$475 for Day Sponsor**

*What's Included:*

Day sponsors will be provided a table and tent at the Market, thanked in signage throughout the Market, identified in the Market Alert e-bulletin (distribution: 2,900+), named in one edition of the Eastside Neighbor print newsletter (distribution: 3,500), featured in two Facebook posts (5,000+ likes) and one Instagram post (1,600+ followers), and named in our Annual Report. Sponsors will be identified as the Day Sponsor on a Wednesday of their choice during the outdoor season (May – October). Attendance ranges from 500-800 visitors each week.

**Note:** If you would like to be a day sponsor but would not benefit from a table at our Market on your day, you may select a non-profit of your choice to take advantage of the tent and table offered to enable them to promote their programs.

### **Indoor Season Market Day Sponsor Package: \$375**

*What's Included:*

Sponsors will be thanked in signage throughout the Market, identified in the Market Alert e-bulletin (distribution: 2,900+), named in one edition of the Eastside Neighbor print newsletter (distribution: 3,500), featured in two Facebook posts (5,000+ likes) and one Instagram post (1,600+ followers), and named in our Annual Report. We may be able offer a table for indoor sponsors, depending on the vendor layout, and we will pass out any of your materials at our highly trafficked Market Bank, greeter table, and mezzanine café seating. Sponsors will be identified as the Day Sponsor on a Wednesday of their choice during the indoor season (approx. November – April). Attendance ranges from 200-300 visitors each week.

**For more information, contact Allen Farmers Market Manager, Julia Kramer:**  
[juliak@allenneighborhoodcenter.org](mailto:juliak@allenneighborhoodcenter.org)

## BREADBASKET SPONSORSHIP

The weekly Breadbasket Food Pantry distributes over 100 pounds of bread and about 1,000 pounds of fruits and vegetables each week to approximately 100 neighbors. Food is donated by Panera, Bake N Cakes, Fresh Thyme, and the Greater Lansing Food Bank. Patrons are a rich mix, including low-income families, refugees, students, and elders. Neighbors tell us that they value Breadbasket not only for the wholesome food but also the welcoming and congenial setting and easy access to our outreach team to discuss other services.

**Underwriter – 1 Year (50 pantries) (\$10,000):** The Breadbasket Underwriter will be provided a space in the Breadbasket layout within which to interact with participants. This includes generous space for cooking demonstrations, literature distribution, and insurance/program sign-ups. The Underwriter will be identified by highly visible signage, named in our Annual Report, featured on our website, and identified in all Breadbasket promotional materials as the Underwriter. This is an exclusive Breadbasket sponsorship opportunity for one year.

**For more information, contact Breadbasket Manager, Julia Kramer:**  
[juliak@allenneighborhoodcenter.org](mailto:juliak@allenneighborhoodcenter.org)

## HUNTER PARK GARDENHOUSE SPONSORSHIPS

The Hunter Park GardenHouse, operated by ANC, serves as an urban gardening and farming resource center. Since 2008, the GardenHouse has hosted a series of high-quality gardening workshops. Offered January through June, each workshop draws from 15-45 participants, covering topics such as “Planning Your Garden Year,” “Seed Starting and Transplanting”, “Soil Care”, “Container and Vertical Gardening”, “Plants and their Pollinators”, “Vermicomposting”, and more. Your sponsorship dollars enable us to purchase necessary equipment and supplies to improve the functionality and accessibility of the GardenHouse, as well as raise awareness about our workshop series and our youth gardening programs.

**GardenHouse Workshop Series Underwriter (\$2,000 for the whole season):** A Workshop Series Underwriter is the exclusive sponsor for an entire Workshop Series and will be identified by highly visible signage in the GardenHouse for the duration of the series; named as a title sponsor in all workshop promotional material, including being named in two issues of the Eastside Neighbor print newsletter (distribution: 3,500) and named weekly for six months in the Active Neighboring News E-bulletin (distribution: 3,000); featured in all Workshop Facebook posts (1,000+ likes); featured on our website; named in our Annual Report; and identified in all GardenHouse articles and reports as the Workshop Series Underwriter.

**GardenHouse Single Workshop Sponsor (\$200 per workshop):** Rather than underwrite the entire series, you may choose to sponsor a single workshop or two. Single Workshop Sponsors are identified in all promotion of the workshop of your choice, including being named in the Eastside Neighbor print newsletter (distribution: 3,500) and Active Neighboring News E-bulletin (distribution: 3,000); featured in two Facebook posts (1,000+ likes); featured on our website; and named in our Annual Report.

**For more information, contact GardenHouse Director, Egypt Krohn:**  
[egyptk@allenneighborhoodcenter.org](mailto:egyptk@allenneighborhoodcenter.org)

## SUBSIDIZED VEGGIE BOX SPONSORSHIP

Our Veggie Box program is a multi-farm CSA – Community Supported Agriculture – that unites dozens of local farmers and food producers to feed a common community through a subscription to local food. We serve 700 members every year through this innovative and collaborative program. We strongly believe that everyone should have access to nutritionally dense, local food, especially those who experience poverty and food insecurity. That’s why we are offering a Subsidized Veggie Box Program in which low-income families with children may participate for only \$5 a week for either our Summer or Fall season.

But we need your help to make this possible. We are asking for donations of \$252 – a supplement to the \$70 the family will be paying – which will feed a family for an entire season. Your sponsorship of the Veggie Box is a direct investment in your local community: supporting small, family farms; providing fresh, healthy, local food to families in need; and promoting healthy people, communities & economies.

### **Sponsorship Options:**

- \$252 feeds one low-income family for 14 weeks
- \$504 feeds two low-income families for 14 weeks
- \$756 feeds three low-income families for 14 weeks
- \$1008 feeds four low-income families for 14 weeks
- \$1260 feeds five low-income families for 14 weeks

**For more information, contact Food Hub Manager, Kat Logan:**

[foodhub@allenneighborhoodcenter.org](mailto:foodhub@allenneighborhoodcenter.org)

## **YOUTH PROGRAM SPONSORSHIPS**

Each year, ANC’s Youth Programs reach over 150 families and engage youth ages 5-17 in job and life skills training through gardening, culinary, and nutrition education. The Youth Service Corps (11-17 year-olds) focus primarily on 3 projects: Edible Park (members plant and tend fruit trees, fruiting bushes, and vegetable beds in Hunter Park for the benefit of neighbors), Garden-in-a-Box (members build 2x2 garden boxes and deliver them to people in the neighborhood who have limited mobility, income, or gardening skills), and Park Cart (members harvest from their beds in Hunter Park, and create healthy snacks in our kitchen to sell at our weekly Farmers Market). Our Take Root Garden Club (6-10 year-olds) employs a gardening curriculum to teach fitness and nutrition education. In response to the unprecedented Corona Virus, ANC has continued to host these programs with small self-determined groups in an open-air classroom. Full programming is set to begin again fall 2021. Support our efforts to help these young people learn invaluable life skills and social responsibility by contributing at one of the sponsorship levels listed below.

**The Seed (\$300):** A Seed sponsorship includes your name/logo and link on ANC’s website, being named in an issue of the Eastside Neighbor print newsletter (distribution 3,500) and being named in our Annual Report.

**The Sprout (\$600):** A Sprout sponsorship includes your name/logo and link on ANC’s website, being named in one issue of the Eastside Neighbor print newsletter (distribution: 3,500), being named in our

Annual Report, and being named in one issue of our Active Neighboring News electronic newsletter (distribution: 3,000).

**The Flower (\$800):** In addition to Sprout benefits, a Flower sponsorship also includes significant social media promotion: Posts on Allen Neighborhood Center's Instagram (1,000+ followers) and mentions on our various Facebook pages - Hunter Park GardenHouse (reach of 1,000+), Allen Neighborhood Center (reach of 3,400+), and Hunter Park GardenHouse Youth Service Corps (reach of 215+).

**The Fruit (\$1,000):** In addition to Flower benefits, a Fruit sponsorship also includes recognition on all youth promotional materials.

**For more information, contact Youth Programs Coordinator, Ashley Bellant:**  
[ashleyb@allenneighborhoodcenter.org](mailto:ashleyb@allenneighborhoodcenter.org)

## NUTRITION & COOKING WORKSHOP SPONSORSHIP

Returning later this year, ANC is proud to offer cooking classes that will highlight the diverse, international cuisine of the Eastside. The Eastside Cooks workshops are geared towards adventurous adult cooks looking to add more variety to their diet, as well as new techniques to their kitchen skills.

**Cooking Workshop Sponsor (\$200):** A Cooking Workshop Sponsorship will cover the cost of all informational and promotional materials as well as ingredients. The Sponsor's name/logo will be featured on all promotional and workshop materials, including flyers distributed at the Allen Farmers Market and Breadbasket, notices in the Market Alert e-bulletin (distribution: 2,800+). The Sponsor will also be named in all promotional Facebook posts (3,400+ likes) and on ANC's website.

**For more information, contact Kitchen Manager, Matt Jones:**  
[kitchens@allenneighborhoodcenter.org](mailto:kitchens@allenneighborhoodcenter.org)

## ALLEN KITCHEN TO-GO DELIVERY SPONSORSHIP

Allen Kitchen To-Go is a program to help start-up entrepreneurs get their food products to prospective fan bases and test markets. It simplifies the ordering process for makers still in the preliminary stages of their business development.

**Allen Kitchen To-Go Delivery Sponsor (\$200):** A sponsorship for this program would cover the costs of a delivery service to help expand the reach and effectiveness of this program. The sponsor's name/logo will be featured on all promotional materials leading up to delivery day, including flyers distributed at all ANC programs, posted on Facebook (3,400+ likes) and on ANC's website, and notices in the Active Neighboring News and Market Alert e-bulletins (distribution: 2,800+). The sponsor may also have name/logo on promotional material passed out in pick-up and delivery packages on pick-up day.

**For more information, contact Kitchen Manager, Matt Jones:**  
[kitchens@allenneighborhoodcenter.org](mailto:kitchens@allenneighborhoodcenter.org)