

GrowFest!

A Bee Heaven Farm ~ Redland Organics Event

RedlandGrowFest.com

Dear Supporter,

The 7th annual Redland GrowFest! will be held the weekend of Oct 19 & 20, 2019. This grassroots event, aptly based at the Redland Fruit & Spice Park, encourages local residents and visitors alike to enjoy the laid-back ambience of the Redland area, while learning about the rich agricultural setting unique to the tropical environment of South Florida. From seed to table, as we celebrate the start of the growing season, we promote awareness of the importance of every step in growing, producing, and eating the food we need for life, while highlighting the diversity of our local production.

This year's theme focuses on ancient plants of use to man in food, fiber, and medicine, with spotlight on Hemp, its history and many uses. Other ancient plants used in Florida like Seminole squash, vanilla, and coontie will be explored, and local research efforts presented by local University experts in their fields.

Home cooks, culinary arts students, and influential local chefs and caterers participate in two Local Cokooff Challenges. Presented with a mystery box and a limited pantry of 100% locally-grown seasonal produce and value-added farm products (plus flour, oil, and one item of their choice), chefs have one hour to express their creative juices in this "Chopped"-style competition.

Vendors, artisans, artists, and exhibitors have one requirement – that they produce or incorporate locally-grown ingredients in their offerings or depict local themes in their art. Plant sales are restricted to edible and native plants, including herb, flower, and vegetable seedlings and tropical fruit trees suitable for this area.

Our audience ranges from gardeners to small and urban growers, artisan businesses, artists, foodies, home cooks, and hobbyists, across all age groups and the full diversity of our community. Attendees come from all over the South and Central Florida area, as well as tourists from all over. Our strong educational component is geared towards imparting information useful to anyone at every step of the seed to table food chain.

Every year we choose a local organization embodying the spirit of GrowFest! to receive \$1 of every paid admission. This year we selected Empower Farms for their work providing learning, training, and working opportunities in agriculture for adults with disabilities, using eco-friendly techniques, and distributing the produce locally.

Whether you are a pioneer and long-time sponsor of GrowFest! or considering sponsorship for the first time, your contribution to this one-of-a-kind grass-roots gathering is crucial to making our event a success.

Sponsorship Levels

Champion \$5,000

Producer	\$2,500	Cultivator	\$1,500
Grower	\$1,000	Gardener	\$500
Steward	\$250	Forager	\$100

Champion \$5000

→ Be a primary sponsor for GrowFest! Your banner displayed at event entrance. Complimentary vendor/exhibitor space provided for your organization, tent, tables. Logo and link to your organization on website, event cards and social media. 20 FULL PASS tickets (admission both days, raffle tickets)

Producer \$2500

→ Sponsor the Chef's Local Cookoff Challenge! Your banner displayed at the Chef's Challenge/demo tent. Complimentary vendor/exhibitor space provided for your organization. Logo and link to your organization on website, event cards and social media. 12 FULL PASS tickets (admission both days, raffle tickets)

Cultivator \$1500

→ Sponsor the Amateur/Student Cookoff Challenge! Your banner displayed at the Chef's Challenge/demo tent. Complimentary vendor/exhibitor space provided for your organization. Logo and link to your organization on website, event cards and social media. 10 FULL PASS tickets (admission both days, raffle tickets)

Grower \$1000

→ Sponsor the music tent, or a demo tent. Your banner displayed at your sponsored tent. Complimentary vendor/exhibitor space provided for your organization. Logo and link to your organization on website, event cards and social media. 8 FULL PASS tickets (admission both days, raffle tickets)

Gardener \$500

→ Sponsor kids activity/learning area. Your banner displayed at the kids' activity area. Logo and link to your organization on website, event cards and social media. 6 FULL PASS tickets (admission both days, raffle tickets)

Steward \$250

→ General event sponsor. Logo and link to your organization on website, event cards and social media. 4 FULL PASS tickets (admission both days, raffle tickets)

Forager \$100

→ Sponsor name on website and social media. 2 FULL PASS tickets (admission both days, raffle tickets)

Your generous support allows us to underwrite expenses, so we can keep admission and vendor fees low. We offer discounted ticket presales and donate a block of tickets to VetTix for active military, first responders and their families to enjoy the event at no charge.

We also solicit raffle donations to give attendees more value for their admission fee.

We accept SNAP/EBT and offer Fresh Access Bucks double value incentives for purchases of seeds and food plants.

GrowFest! has become a premier grassroots event, focusing much-needed attention to South Florida's threatened agricultural resources, and raising awareness of the food production happening right in Miami-Dade County's backyard. Your support is key to making this happen.

Can you help us continue to make this event a truly great one? Please consider the highest level of sponsorship you can afford. **To help us leverage your support for maximum effect please complete the sponsorship form, indicating your level of support, and return with your check by September 15, 2019.**

Thank you,



Bee Heaven Farm
& the Redland GrowFest! Team