

# GrowFest!

A Bee Heaven Farm ~ Redland Organics Event

[RedlandGrowFest.com](http://RedlandGrowFest.com)

Dear Supporter,

After a 2-year hiatus due to the COVID pandemic, the 8th annual Redland GrowFest! will be held the weekend of Oct 15 & 16, 2022. This grassroots event, aptly based at the Redland Fruit & Spice Park, encourages local area 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: **The Hidden Life of Soil**, with spotlight on Fungi. Learn about the wonders of the soil microbiome beneath our feet, and how mushrooms, the fruiting bodies of fungi, nourish and heal us. Local mushroom growers and experts will share information on local educational and research initiatives, and sell a variety of locally produced products.

The **Culinary Pavilion** will be active throughout the weekend with tastings, demonstrations, and our popular Local Cookoff Challenges. Contestants will be presented with a mystery box of 100% locally grown farm products and will have one hour to express their creative juices in these "Chopped"-style competitions.

New this year: As a lead-in to Miami-Dade Farmers Month in November, we'll have a **"Meet Your Farmers" showcase and photo booth**, where you can meet and speak with local Redland growers throughout the weekend.

All vendors, artisans, artists, and exhibitors have one requirement – that they raise 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 seeds and seedlings, and tropical fruit trees suitable for this area.

Our audience ranges from gardeners to small farmers, commercial and urban growers, artisan businesses, artists, foodies, home cooks, hobbyists, and young families. We cross all age groups and the full diversity of our community. Attendees come from throughout the South and Central Florida areas, 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's beneficiary: **Miami Seed Share**, selected for their work establishing Miami's first Public Seed Library promoting native and heirloom plantings and providing growing resources for teachers and residents.

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 grassroots gathering is crucial to making our event a success.

## Sponsorship Tiers

**Steward** \$5,000-\$10,000

**Producer** \$2,500

**Cultivator** \$1,500

**Grower** \$750

**Forager**(individual) \$250

All corporate/organization sponsors receive complimentary vendor/exhibitor space, FULL PASS tickets for admission both days (quantity varies with sponsorship level), have logo and links displayed on the event website and social media mentions, with additional engagement opportunities depending on sponsorship level (full details below).

Individual (Forager) sponsors receive 2 FULL PASS tickets, 2 raffle tickets, social media mention, and DAY PASS admission for a needy family (up to 4) will be donated in the sponsor's name.

## Corporate Sponsors

All corporate/organization sponsors receive complimentary vendor/exhibitor space, FULL PASS tickets for admission both days (quantity varies with sponsorship level), have logo and link displayed on the event website and social media mentions, with additional engagement opportunities depending on sponsorship level (full details below).

**Steward** X2 available \$5,000-\$10,000

→ Be a major sponsor for GrowFest! \*Tailor your sponsorship package\* (activities/displays must conform to Park rules). Your banner displayed at event entrance. 10-20 FULL PASS tickets

**Producer** X3 available \$2,500

→ Sponsor the Culinary Pavilion and Local Cookoff Challenges. 8 FULL PASS tickets

**Cultivator** X3 available \$1,500

→ Help sponsor the "Meet Your Farmers" showcase/photo-booth, raffle booth and event bling (T-shirts, bags, hats), or the Music tent. 6 FULL PASS tickets.

**Grower** X2 available \$750

→ Sponsor the children's activity/learning areas. 4 FULL PASS tickets

## Individual Sponsors

**Forager** X10 available \$250

→ Social media mention, 2 FULL PASS tickets (admission both days), 2 raffle tickets), and covers DAY PASS admission for a needy family (up to 4)

Your generous support allows us to underwrite a portion of our expenses, so we can keep admission and vendor fees low. We offer discounted ticket presales and donate a block of tickets to VetTix/1stTix for active military, first responders and their families to enjoy the event at no charge.

We also solicit item donations to raffle throughout the weekend, giving attendees more value for their admission fee.

We accept SNAP/EBT at participating vendor booths and offer Fresh Access Bucks double value incentives for SNAP purchases of Florida-grown produce, 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 9, 2022.**  
Thank you,



Bee Heaven Farm  
& the Redland GrowFest! Team

Attachment: Sponsor Form