

2026



# SPONSORSHIP PACKAGE

Businesses who sponsor LEAP help improve local food access, provide opportunities for farmers and food producers, and build community resilience and connection around food. LEAP provides meaningful opportunities for businesses to forge new relationships with our dedicated customer base and online following, engage employees, and nurture our local food community.

## LOCAL ENVIRONMENTAL AGRICULTURE PROJECT (LEAP)



**PHONE**  
(540) 632-1657



**WEBSITE**  
[www.leapforlocalfood.org](http://www.leapforlocalfood.org)



**EMAIL**  
[info@leapforlocalfood.org](mailto:info@leapforlocalfood.org)



**ADDRESS**  
1027 Patterson Ave. SW, Roanoke



# WHY SPONSOR LEAP?

## YOUR INVESTMENT HELPS LEAP...

**Build a thriving community & food system that:**

- Is vibrant and resilient
- Extends food access physically, financially, and culturally
- Supports local families
- Diversifies income for local farmers
- Connects and builds community
- Strengthens our local and regional food systems
- Improves community health and wellbeing



## AND IT GIVES YOUR BUSINESS...

**Recognition of your contribution to our dedicated customer base, including:**



- 7 program locations
- 1,500+ weekly farmers market visitors
- 80% returning customers
- Mobile market traveling to 9 stops, 3 days per week
- 3,000+ newsletter subscribers
- 9,000+ social media followers
- Active, outdoor-loving, health conscious people who value fresh, local, sustainable food
- Various community events with high engagement

**Opportunities employee engagement, like group volunteering, facility tours, and payroll deduction for LEAP Farm Share membership.**



# LEVELS & OPTIONS

## LEVEL 1: REGENERATING \$10,000 OVER 1-3 YEARS

Help strengthen and expand the impact of our organization, have branding featured in digital and physical spaces, and a featured spotlight.

## LEVEL 2: GROWING \$5,000

Help grow LEAP programs, have branding featured at a LEAP event that reaches target audiences.

## LEVEL 3: SUSTAINING \$2,500

Help sustain LEAP programs and join us at a market to reach target audiences.

## LEVEL 4: SUPPORTING \$1,500

Help support all of LEAP's work and be a recognized partner in regular communications.

## LEVEL 5: COMMUNITY \$500

Help build community and be recognized on our website and social media.

ANNUAL SPONSORSHIP LEVELS	LEVEL 1: REGENERATING \$10,000 (over 1-3 years)	LEVEL 2: GROWING \$5,000	LEVEL 3: SUSTAINING \$2,500	LEVEL 4: SUPPORTING \$1,500	LEVEL 5: COMMUNITY \$500
BENEFITS	FEATURED SPOTLIGHT STORY	✓			
	BRANDING AT LEAP SITE / EVENT	✓ (Location of choice)	✓ (Event of choice)		
	FARMERS MARKET TABLING	✓ (6 included)	✓ (4 included)	✓ (2 included)	
	COORDINATED EMPLOYEE ENGAGEMENT	✓	✓	✓	✓
	SOCIAL MEDIA SHOUT-OUT	✓	✓	✓	✓
	LOGO ON LEAP WEBSITE & NEWSLETTER	✓	✓	✓	✓



# EVENT & IN-KIND OPTIONS

PAVILION FOUNDING SPONSOR	Help complete the West End Farmers Market Pavilion construction project and be recognized for contributions in commemorative signage.
EVENT SPONSORSHIP	(\$250-1,000): Help throw fantastic community and/or fundraising events and be featured in event materials (see events below).
IN-KIND DONATIONS	Help keep our programs running and support our events by contributing in-kind time, goods, and services and be recognized locally.
ROUND-UPS	Host a round-up or donation of proceeds at your business in support of our work. Help LEAP fundraise while building local awareness!

## 2026 EVENTS

### • **FEB: Movie night at the Grandin**

Community awareness building about food systems, in partnership with Roanoke Foodshed Network. Free admission.

### • **APR: West End Pavilion Dedication (Founding Sponsors)**

Community celebration of our work to improve local food access in Roanoke.

### • **MAY: Spring Gala Fundraiser**

Community-style fundraiser with a raffle featuring local businesses.

### • **SEP: Fall Dinner Fundraiser**

Dinner featuring local chefs and food, associated with our annual fund drive.

### • **APR-OCT: Market Fests**

Community events with activities at the Farmers Market (e.g. Harvest Fest).

### • **APR-OCT: Garden Workshops**

Community learning events at the Community Gardens (e.g. Apples & Acorns).

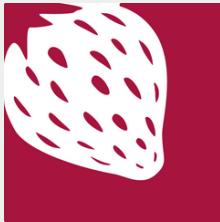
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# THANK YOU!

If you are interested in sponsoring LEAP or discussing options, reach out to us and let us know what you're thinking! Here are a few more details:

- 2026 Sponsorships follow our market season, April 2026 – March 2027.
- Sponsors will work with a designated LEAP team member to coordinate all sponsorship activities.
- Other opportunities are available, so reach out!



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