



SPONSORSHIP OPPORTUNITIES

The fifth annual Deep Roots is the event for all things local foods! Family-friendly and fun, this festival features local foods, farmer/producer education workshops, artisan goods, a local farm tour, and live music.

To be held at North Circle Seeds, MN September 13th, 2025, the Deep Roots Fest offers sponsorship opportunities for companies & organizations who want to be involved with this exciting event, promoting local foods and products.

Presented by Sustainable Farming Association (SFA) of Minnesota, a 501(c)(3) nonprofit organization, the festival is managed and operated by the Lake Agassiz Chapter of SFA.

Please note: To have your logo included on print materials, you must submit your sponsorship by July 18th, 2025.

Sponsors can choose to make their contributions with “in kind” goods and services in lieu of - or in addition to - monetary donations. A dollar value will be placed on the “in kind” contribution, and the sponsor will qualify for the appropriate level of sponsorship listed above.

MINNESOTA DEEP ROOTS FESTIVAL INFORMATION

Date: Saturday, September 13th, 2025 (rain or shine)

Time: 2:00 pm - 6:00 p.m.

Admission: \$25 for SFA members, \$20 for non-members.

Location: 26253 485th Street Vergas, MN 56587

Festival Coordinator: Kelsey Wulf, 218-839-7922, kelseywulf@gmail.com Website: www.deep-roots-festival.com

Deep Roots Sponsorships are open to businesses and other underwriters who meet the following criteria:

- 1) Sponsor is a Minnesota based and operated business or organization, or has a branch or division that is based in Minnesota. (Private individual sponsors will be Minnesota residents.)
- 2) Sponsor’s business practices and/or mission are in alignment with the mission of Sustainable Farming Association. Areas of emphasis include healthy local food production and distribution, environmental sustainability, support of local family farms, revitalization of rural communities, and land stewardship.

Please rely on your tax advisor for the deductibility of your sponsorship. Thank you for your support!

CATEGORIES OF SPONSORSHIP

“BEET” SPONSORS \$1,000

These Sponsors will receive:

- 1) Your banner displayed on our live music stage and behind education workshops the day of the event.
- 2) Primary logo presence in published material, website and advertising
- 3) Free booth space and admission for one
- 4) Four Free Tickets to the Event

“CARROT” SPONSORS \$750

These Sponsors will receive:

- 1) Your banner displayed on our live music stage and behind education workshops the day of the event.
- 2) Prominent logo presence in published material, website and advertising
- 3) Free booth space and admission for one
- 4) Three free tickets to the event

“RADISH” SPONSORS \$500

These Sponsors receive:

- 1) A logo presence in all published material
- 2) Logo presence in signage around the festival site
- 3) Free booth space and admission for one
- 4) Two free tickets to the event

“TURNIP” SPONSORS \$250

These Sponsors receive:

- 1) A logo presence on the festival website
- 2) Logo presence at the festival
- 3) Free Booth Space and Admission for One
- 4) One additional free ticket to the event

SPONSORSHIP AGREEMENT

Sustainable Farming Association of Minnesota, Lake Agassiz Chapter, enters into a sponsorship agreement with:

Organization or Individual:

Address:

_____ Phone: _____

Email: _____ (We will use this email to send an electronic copy of the Deep Roots Fest official logo emblem)

Amount of Sponsorship: Category: _____

(See categories above)

If you are providing in-kind sponsorship, please list the services and/or materials to be donated along with their cash value:

TOTAL VALUE:

Please print below exactly how Sponsor’s name should appear in published materials, attach a scannable logo, and/or email an electronic version of the logo to kelseylwulf@gmail.com:

_____ Authorized signature for Sponsor:

Date: _____

Do you want a booth (Yes or No)? _____

(If yes, we will contact you about what you need)

We prefer payment via credit card which you can do online at our SFA Sponsor page located here: <http://www.sfa-mn.org/payment>

Please complete this form and send it (and payment if mailing a check- made out to SFA of MN) to:

Kelsey Wulf

30607 Phelps Mill Rd

Underwood, MN 56586

Or e-mail it to Kelseylwulf@gmail.com

If paying via check please make a note on the check indicating it is for the Deep Roots Festival.