



September 7, 2025

SPONSORSHIP OPPORTUNITIES

Sunday, September 7th from 1:00p-4:00p
Alchemist CDC will be celebrating our
21st birthday at
Root Down, Rise Up 2025!

Hosted in partnership with Touchstone Brewing Company, this afternoon fundraiser will **recognize** the many **individuals, organizations, and donors** who **help** make the work of Alchemist CDC possible. Attendees will enjoy **delicious food** featuring locally grown and seasonal delights, **live music**, a **makers market** featuring Alchemist Incubator Kitchen Program entrepreneurs, a childrens' area with **games and face painting**, and a **specialty brew** created by Touchstone Brewmaster Ryan Campagna honoring the work of Alchemist CDC!



As one of our **treasured partners**, we hope you will consider sponsoring this year's Root Down, Rise Up as we strive to make it our highest earning special event in our 21 year history - with a **goal of \$100,000!**

We have multiple ways for you to invest in **Root Down, Rise Up 2025** including **event sponsorships, silent auction and raffle prize donations**, as well as giving at the event through our **Virtual Fund-a-Need**, a new addition to this year's festivities!



Your investment makes a world of difference!

As essential benefit programs like SNAP, WIC, and Medicaid face an uncertain future at the federal level, Alchemist CDC's work of connecting communities and individuals to land, food, and opportunity is more important than ever - as is our need for sustainable funding.

Your support will help our team continue to expand our efforts in strengthening our community, including:

- Collaboration with Sacramento City Unified School District to distribute weekly emergency food boxes including produce and shelf-stable items to struggling families in over 60 schools through **Community Food Connections**. Providing monthly support to over 300 food insecure families.
- Management of three (and soon to be more) farmers markets in under-served communities - **Florin Certified Farmers' Market, Meadowview Certified Farmers' Market, and Rancho Cordova Certified Farmers' Market**.
- Direct facilitation of **CalFresh and Market Match** redemption at 9 markets throughout Sacramento County. In 2024, this program served over 44,000 food-insecure Sacramentans and invested over \$1.4 million into the local agricultural economy.
- **Neighborhood Empowerment** through the purchase of and investment in vacant land in historically under-served neighborhoods for the creation of community-enhancement green spaces focused on increasing food sovereignty, reducing greenhouse impacts, and encouraging community engagement.
- Creation of a more equitable and diverse restaurant and food business landscape in our region through food entrepreneurship programs and education including **Alchemist Microenterprise Academy, Alchemist Kitchen Incubator Program**, and--coming in 2026--**Alchemist Public Market!**
- The cultivation of talent, expertise, and career-quality jobs in the region's hospitality and food industries with our new **Alchemist Workforce Academy** program launching in 2026!

By sponsoring Root Down, Rise Up, you are not only supporting Alchemist's transformative work in the community but you also have a unique opportunity to reach up to 300 event attendees and thousands of social media followers with our immersive layers of community connection and storytelling.

All sponsorship and event partnership levels include:

- Social media posts announcing sponsorship to more than 7,000 followers (Facebook, Instagram, LinkedIn, Bluesky)
- Your logo on our Root Down, Rise Up event webpage and event signage
- Acknowledgement in our e-newsletter and annual report
- Your logo and acknowledgement in the RDRU printed materials
- Acknowledgement during the event by our host and emcee
- Alchemist CDC's gratitude and the satisfaction of your role in creating a more sustainable and equitable food system throughout our region!

We can also create a unique Root Down, Rise Up sponsorship opportunity for you and your organization. Specialty partnership opportunities with greater exposure include being a match sponsor for the Virtual Fund-a-Need, hosting a pre-event VIP reception, or donating in-kind services such as media coverage, printing and design, or event photography.



Community Hero Sponsor - \$15,000

- Your logo included on a special, Root Down, Rise Up pint glass or mug given to all attendees
- Corporate team volunteer day opportunity and private farmers' market tour
- Speaking opportunity at Root Down, Rise Up 2025
- Reserved table for ten (10) at Root Down, Rise Up 2025

Alchemist Incubator Sponsor - \$10,000

- Custom branding of a product made by an Alchemist Kitchen Incubator Business given to all attendees (e.g., a 4oz. bag of custom roasted coffee beans with your logo or a box of delicious macarons made with your company colors in a box with your logo, etc.)
- Corporate team volunteer day opportunity and private farmers' market tour
- Reserved table for eight (8) at Root Down, Rise Up 2025

Green Thumb Sponsor - \$7,500

- A fall/winter crop seedling with your logo given to all attendees and an additional 100 mixed-vegetable seedlings to be provided to local community gardens
- Corporate team volunteer day opportunity and farmers' market tour
- Reserved table for eight (8) at Root Down, Rise Up 2025

Stage Sponsor - \$5,000

- Your logo included on the entertainment stage banner
- Corporate team volunteer day opportunity
- Six (6) tickets to Root Down, Rise Up 2025

Dessert and Coffee Sponsor - \$3,000

- Your logo on the desert and coffee table featuring local treats from Alchemist Kitchen Incubator Businesses
- Four (4) tickets to Root Down, Rise Up 2025

Community Development Sponsor - \$1,000

- Two (2) tickets to Root Down, Rise Up 2025

Additional recognition opportunities such as inclusion in media interviews and other promotions can be included with specialty partnerships such as VIP Pre-Party Host or Fund-A-Need Match Donor.

**For questions about sponsorships, please contact Shannin Stein:
shannin@alchemistcdc.org - (916) 235-3725**