

# "THE BIG FIVE" ANNUAL GIFTING 2018

LET'S GET STARTED



Benefitting



**PIGGY BANK**



# ANNUAL PROGRAM

## Charter Members - Our Foundation

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Piggy Bank offers Charter Members the opportunity to Co-Host an annual program. Co-hosts have direct access to media, restaurateurs, bar owners, celebrity chefs, sommeliers, barkeeps, suppliers, food retail and establishment owners.

Charter Members receive broad exposure across all platforms, messaging and events. Your gift of \$100,000 is paid directly to the charity and as a Co-Host you are a partner in the annual program. Start dates are flexible.

### *“Charter Member” Co-Host benefits include:*

- [1] Direct Programming “On The Farm” Annually | Myrtle, MO
- [1] Silver Oak Gala “Open Mags for Ag” | Date 3/1 | Napa, CA
- [50]+ Restaurants Annual Dine-Out | Date 3/1 | National
- [1] Culinary Festival “Peach Fest” | Date 7/29 | Atlanta, GA
- [1] Hackathon “Apps for Open Ag” | Date 7/28-29 | Atlanta, GA

*added value*

- [15]+ Guest Chef Charity Dinners - Cochon555 Weekends in 2018
- [2] VIP Tickets to Cochon555 - All events Nationwide in 2018



# THE CHARITY

## Co-Host Piggy Bank “On The Farm” Programming

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We are here to put new family farms in business. [www.piggy-bank.org](http://www.piggy-bank.org)

The proceeds will benefit Piggy Bank, a Missouri farm-in-the-making that will help launch new family farms by providing heritage breed piglets and access to business plans. Additionally, Piggy Bank will offer a safety net to farmers in the wake of a disaster and provide piglets to culinary schools for education purposes.

By offering farmers access to a powerful database of business plans and network of farmers without restrictions, Piggy Bank promotes a movement of Open Access Agriculture (OAA).

The goal is simple: to create a foundation that will ensure family farmers have resources to run successful businesses which will clear a path for new farmers to raise safe and honest food for generations of children and cooks to come.



# #NOTIEGALA

## Co-Host of "Open Mags for Ag" Annual Gala

Annual Gala in Napa to Celebrate Agriculture and Technology

"Open Mags for Ag" at Silver Oak | Napa  
March 1st, 2018, 6:00 p.m.

Silver Oak Wine Cellars hosts approximately 300 business and wine industry leaders, community philanthropists, wine collectors and technology leaders.

This experience will be led by the Silver Oak Culinary team alongside acclaimed chefs from Cochon555. Guests will enjoy specially selected magnums and large formats paired with a rare tastes. The gala features a silent and online auction featuring the best magnums and culinary packages.

*100% of funds raised are used for "On The Farm" programming including the feeding, raising, gifting pigs to farmers in need, including providing technology and business plan support.*



# #PIGDAYOUT

## Co-Host of National Pig Day - Dine Out for Charity

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Join Us #PigDayOut to Raise Money for Piggy Bank

Piggy Bank invites diners to eat out and shop in support of a safer, more honest food system. Taking place on March 1, 2018 - National Pig Day - participating restaurants / retailers pledge a percentage of sales (completely at the participant's discretion) to charity and mission to preserve the way of life for American Family Farmer.

"PigDayOut" co-hosts will help us claim a national Holiday, raise awareness about family farmers and provide diners with a night of eating out with a purpose. The goal is simple: create a foundation that clears a path for new farmers to raise safe and honest food for generations of children and cooks to come.

***Through our network of 6,000+ top chefs from coast to coast, the event will raise awareness for safer food nationwide.***



# PEACHFEST

## Co-Host of PeachFest - A Festival

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[peachfest.org](http://peachfest.org) / [peachfest2018.com](http://peachfest2018.com) / [georgiapeachfest.com](http://georgiapeachfest.com)

PeachFest is an initiative to combine Responsible Agriculture, Culinary, and Hospitality alongside the traditional recipes and modern chef preparations of Georgia-grown peaches and heritage breed pigs.

Georgia is known as "The Peach State" because of its reputation for producing the highest quality fruit - recognized for their superior flavor, texture, appearance and nutritious qualities.

Pulling the focus towards the education and celebration of local. PeachFest is a weekend filled with well-known chefs, 'educational programming' throughout a series of sustainable initiatives and culinary experiences. The goal was to create an annual festival that enriches our Downtown Atlanta community and to benefit charities that support sustainable farming.



# PEACHFEST

## PeachFest Weekend Program

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Sunday, July 29th, 3-7:30 pm / Broad Street NW and Poplar Street NW

- 1 Location
- 2 Keynote Speakers
- 20+ Local Chefs
- 10+ Local Barkeeps
- 30+ National Brewers
- 30 Celebrity Judges

### ***Chef Programming / Celebrating The Pig'N'Peaches***

20+ top chefs celebrate local peach varieties and heritage breed pigs through cooking for charity.

### ***Co-Hosts can Title [1] Culinary Experience:***

- "The Peach & Pastry" Heritage Lard, Peach and Pastry
- "The Peach Beer Award" Search for the best Peach Beer
- "Peach Cask" Barkeep Competition
- "Peach Crudo" Peche, Crudo & Lard Bar
- "Peach Flatbreads" Wood-Fired Pizza Showcase
- "PFT" Peach, Foie & Truffles Experience
- "Speak Peach BBQ" Panel Speakers, Pitmasters Breed Tasting
- "Peach & Paleo"
- "Peach Fest Keynote Speakers"
- "The Peach Stand" Farmer's Market Tasting
- "Stage, Music & Entertainment"



# HACKATHON

## Co-Host of “Apps for Ag” Hackathon

Blending Innovation, Food, Agriculture, and Technology

This is an opportunity to support passionate technologists, growers, and innovators to come together, define problems, pitch ideas, create teams and build agriculture related apps. Hackathons help entrepreneurs turn ideas into reality that help farmers. The competition takes place in Atlanta, Georgia as part of the PeachFest weekend.

Teams receive advice and mentoring from industry experts throughout the event. Teams pitch ideas and present their 'App' to a panel of industry expert judges for a chance to win development incentives and funding. Co-hosts have the opportunity to integrate messaging and products within the process.

*Co-Hosts will receive considerable press and promotion teams will drive conversations around sustainable messaging on social media channels (Facebook, Twitter and Instagram).*



# COMMUNITY

## Digital and In-Person Engagement

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Together, we can make the food system better.

Nothing is more important to small, family farmers than the community that surrounds them. We feel the same way.

We are very proud of the community surrounding our mission and our events. Your brand will be front and center for thousands of believers in sustainability, social responsibility, and innovation across the country, thanks to our robust social media platforms, local partners, and our events.

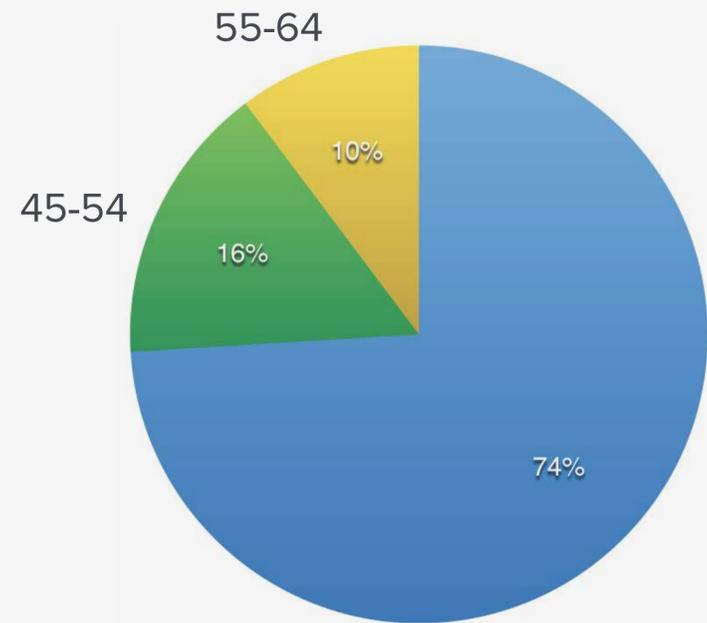
In addition to positive brand association, you'll also meet new customers -- the type of people who find something that aligns with their worldview and sticks with it. Through your support, you'll be able to engage people with a commitment to making the world a better place.

# DEMOGRAPHICS

The annual program will draw a powerful blend of consumers and content creators, a majority of which are obsessed with social media and lifestyle experiences. Our database reaches hundreds of thousands of industry opinion-shapers and influencers that come to share in the community and the cause. Co-hosts directly reach notable restaurateurs and bar owners, celebrity chefs, sommeliers, barkeeps, suppliers, and food retail owners.

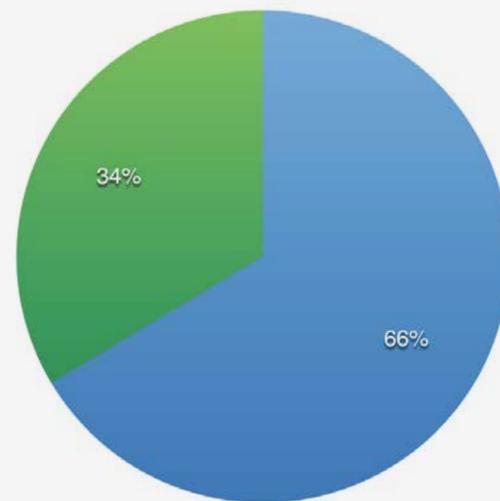
## THE DATABASE

Our Donors will pay more for a product or service to support a cause

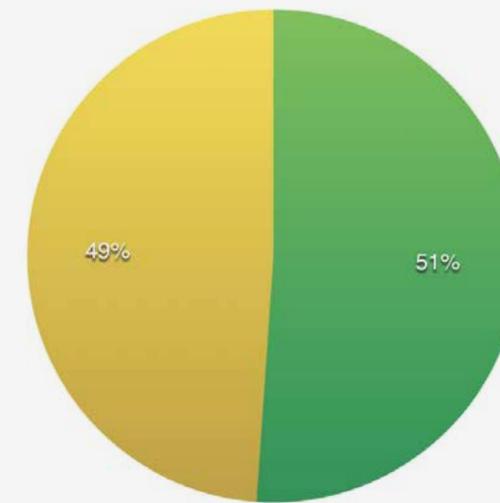


Household Incomes  
\$150K+ Annually

**34% VIP / 66% GA**  
TICKETS ARE \$150 VIP / \$100 GA



**49% Consumer / 51% Trade**  
20,000 People Touched Annually



Loyal, Affluent, Educated, Influential  
Supporters of Local Agriculture

## OPINION SHAPERS AND INFLUENCERS

From the kitchen to the dining room tables, ours is a dedicated crowd that creates and leads trends, and doesn't merely follow them.

## **An Annual Program for Open Access Agriculture (only 6 slots available) Charter Member Program Overview**

Piggy Bank offers the opportunity to partake in a year-round program / or option for singular events whereas Co-hosts receive plentiful marketing benefits featured in an annual series of events, digital marketing pieces, official programs, social media engagement, on-site signage, slideshow presentations, logos on menus, websites, and much more!

### **“Foundation Partner” Benefits - The brightest spotlight (\$100,000)**

#### **“The Big Five”**

[1] Co-Host Piggy Bank “On The Farm” Direct Programming Support  
**Year-Round**

[1] Co-Host "Peach Fest" Culinary Festival  
**7/29, 2018** - Atlanta, Ga

[1] Co-Host of "Apps for Open Ag" Hackathon  
**7/28-29, 2018** - Microsoft Technology Center at FlatironCity | Atlanta, Ga

[1] Co-Host of “Open Mags for Ag” No-Tie- Gala  
**3/1, 2018** - Silver Oak Cellars | Napa, Ca

[1] Co-host of Dine-Out for Charity called “PigDayOut”  
**3/1, 2018** - Featuring 50+ Restaurants, Local and National Retailers

## **Year-Round On-Site Added Value**

- Co-host of [15]+ Guest Chef Charity Dinners Nationwide with Cochon555 in 2018
- [2] VIP Tickets to all Guest Chef Charity Dinners Nationwide hosted in 2018
- [8] VIP Tickets to “The Big Five” Co-hosted events in 2018
- [2] VIP Tickets to Cochon555 Events Nationwide in 2018

To show appreciation for our Charter Members, Piggy Bank customizes social media posts around your brand messaging and all approved messaging will be scheduled monthly and posted to Piggy Bank and Cochon555 social media accounts. This is our way of thanking our foundation for support and gives us a chance to cross-pollinate sustainable initiatives. The end goal, to create a community of communities amongst the Charter Members and give way to larger impressions by retweeting and recirculating postings. Additionally, press releases are distributed monthly and posted on partner websites year round. The co-hosts promotional posting calendar include the following:

- 24 posts/year on Twitter (~25k followers)
- 12 posts/year on Instagram (~35k followers)
- 12 posts/year on Facebook (~25k likes)
- 12+ press releases/year

## **“The Landscapers” Radio Bonus**

Our Charter Members will be listed as co-hosts on a new weekly show called on “The Landscapers” featuring chefs, farmers, and brands who are bespoke pioneers of improving the way we eat through local agriculture. Each podcast will stream online, taped live from events when possible and will be shared with notable media and distributed on Twitter, Facebook, YouTube, Blog Postings and Newsletters through our network.

## **Co-Host Title benefits “The Big Five”**

As co-host, your company will be the overall naming sponsor for the events. This includes positioning your company's name and logo year-round as part of the event and being featured in all correspondence associated with the events.

- Company name / logo as part of events
- Brand inclusion on all press related activities
- Logo, link and 20-word description on the event websites
- Premier logo placement and link on all e-newsletters
- Premier logo placement on all advertising (local, regional and national)
- Logo on all wristbands
- Logo on event-specific items (invitations, planning documents and letters, event programs, etc.)
- Logo placement on all press releases sent to local, regional and national media throughout the year
- Logo on take-away item (if sponsor wants to create and distribute) for event

## **Online / Silent Auction Donor**

Piggy Bank and Peach Fest organizes an Silent Auction Event / Online Auction to raise funds for the charity. Companies and friends can donate items (that are valued at \$25 or more) to the auctions and in return receive marketing on the website and at the event. The larger the item, the greater the marketing exposure. For more details, contact Brady Lowe at [gift@piggy-bank.org](mailto:gift@piggy-bank.org).

Co-sponsorships are available. Timing is flexible.

## **OVERALL BENEFITS**

- Assist Piggy Bank in launching new family Farms, offer a safety net to farmers in the wake of a disaster and provide piglets to culinary schools for education purposes.
- Opportunity for social media / promotional campaigns
- Logo rotation on plasma screens during the events
- Invite to sponsor-only events
- Ability to purchase discount tickets in advance
- VIP bag inclusions
- Access to Flickr Gallery year round for promotions
- Opportunity to be a vendor / exhibitor at events
- Special hotel rates from partners properties
- Recognition from Stage during the event
- Logo on take-away item (if sponsor wants to create and distribute) for event