



# FOXHOLLOW FARM's 8th ANNUAL FALL FESTIVAL



*"Maryhurst residents often have had little to no exposure to freshly farmed foods. [Foxhollow's] willingness to help teach our girls (and boys) about the benefits of biodynamic farming is amazing! We have been able to see the growing process from seed to harvest. More often than not we also get to taste the foods that we have helped to grow!"*

*The Foxhollow staff is very accepting of all of our children, regardless of age, functioning level, and circumstance. They often take extra time explaining/teaching based on the needs of our group. They truly 'roll out the red carpet' for us and our kids! [It is] a truly wonderful opportunity for the group."*

*- Maryhurst Staff Member*



Foxhollow Farm's 8th annual Fall Festival will be held on Saturday October 10th, 2015 from 10am-6pm. The Fall Festival is a day long event with games, local food, music, and wholesome farm activities such as hay rides and pumpkin picking. Last year, with the help of our sponsors, our net proceeds were \$35,000, which directly funds Maryhurst and Foxhollow's programming. We've seen this event grow every year, from 150 people in 2006, to nearly 5,000 people last year. I'd like to invite you to reach out to this audience by becoming a Fall Festival Sponsor. Your sponsorship dollars not only support an amazing cause, but also align your company with our family friendly event and trusted brand. We provide your company with ample exposure to the community through our many avenues of marketing and publicity for this Festival, our biggest event of the year.

"I had so much fun at Foxhollow Farm last year. Foxhollow Farm outings really did do the trick for making me want to stay at Maryhurst instead of trying to go to a psychiatric hospital. They trusted me...to take me out to such a beautiful place and feel free again."

-Maryhurst Resident

I will follow up by phone soon to answer any questions you have and to ask for your commitment. On the following pages, you'll find information about our organizations and details of each sponsorship level. Please consider becoming a sponsor for this amazing cause! I look forward to partnering with you.

Thank you for your support,

Maggie Keith  
*Co-Founder & Gardener*

**About Maryhurst:** For more than 170 years, Maryhurst has cared for abused and neglected children, making it the state's oldest child welfare agency. Believing the worth of children and strength of families are cornerstones for a better world; Maryhurst is dedicated to providing care and commitment, strength and support, healing and hope to children and families in great need. The private, non-profit agency cares for 300 children each year through a residential treatment program for teenage girls, community based group homes for teen girls, therapeutic foster care services, psychiatric residential treatment facilities, and transitional living services. Maryhurst is recognized nationally for its expertise in caring for severely traumatized youth, most often victims of sexual, physical and/or emotional abuse or neglect. For more information about Maryhurst, please visit: [maryhurst.org](http://maryhurst.org).

**About Foxhollow Farm:** Foxhollow is a 100% Biodynamic Farm raising Grassfed Beef and vegetables in Crestwood, KY, 15 miles northeast of downtown Louisville. We are committed to using Organic and Biodynamic methods of agriculture, which nourishes and sustains the vitality of the soil, plant life, animals and our fellow human beings. Foxhollow Farm's outreach programs are designed to reconnect children with nature. Sponsorship dollars enable us to offer, free of charge, programming and field trips for groups of children and young adults who would not normally have exposure to locally grown wholesome food. See us in action: [www.foxhollow.com](http://www.foxhollow.com).

## HOW YOU CAN HELP

### Cash Sponsorship

Cash Sponsorships help cover costs of producing the event, and translate into more Festival net revenues which fund Maryhurst and Foxhollow programs. Benefits vary depending on financial commitment level, but all sponsors reach a broad audience of individuals and families committed to local farms and healthy food.

### In-Kind Sponsorship

Our goal is to underwrite necessary Festival expenses as much as possible through in-kind contributions of products and services.

Benefits of in-kind sponsorship are based on the fair market value and align with the corporate sponsor levels.

### Combination Sponsorship

Some organizations combine in-kind and cash sponsorship to take their recognition to the next level.

**Sponsorship levels are \$10,000, \$5,000, \$2,500, \$1,000, and \$500**  
**See sponsorship chart on the following page for details.**

### Festival Needs:

- Music
- Carnival game prizes
- Advertising and Media
- Poster and Postcard printing
- Signs and banners
- Portable toilets
- Equipment rental
- Garbage & recycling receptacles
- Staff and volunteer apparel
- Hospitality food and beverage



## 8th ANNUAL FALL FESTIVAL SPONSORSHIP LEVELS

What you get!	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Logo on Festival Entrance banner	●				
Logo on Festival posters and postcards, broadly distributed in Oldham & Jefferson Co.	●				
Link to sponsor's webpage page from Foxhollow page	●	●			
Banner displayed at entrance	●	●			
VIP Parking on Festival day	4 passes	2 passes			
Announcements on Festival Day	●	●			
Recognition in September and October Newsletters	●	●	●		
Product or Coupon made available at entry booth	●	●	●	●	
Logo placement on Large Sponsor Banner	●	●	●	●	
Logo on t-shirt (size of logo increases with sponsorship level)	●	●	●	●	
Logo on Foxhollow Farm Fall Festival page	●	●	●	●	
Gift of Appreciation	●	●	●	●	●
Display Space at the Festival – Sponsor must provide tent or shelter	●	●	●	●	●
Business name (in lieu of logo) on Hay Castle Sponsor Banner					●
Business Name (in lieu of logo) on T-shirts					●
Business Name (in lieu of logo) on website					●

\*Due to printing deadlines, sponsorship commitments received after Aug 15 are not guaranteed all benefits listed.

\*Sponsorship dollars are not tax deductible. Our sponsors typically treat sponsorship as a marketing cost

### Your money matters! Fall Festival sponsorship underwrites costs of putting on this tremendous event. Net proceeds go to the community in some of the following ways:

- Supporting and expanding Maryhurst's critical therapeutic, medical and educational services to more than 150 children in their care each day. Most clients have been severely traumatized and are on average more than four years behind in school performance.
- Helping to fill the total gap between the costs of additional educational support that Maryhurst provides each child and the reimbursement received.
- Maryhurst Butterfly Garden—raised beds and sitting benches arranged in the shape of a butterfly (Maryhurst's mascot) will provide both learning and recreational activities for the girls in a therapeutic atmosphere.
- Art projects led by Louisville Visual Arts Association for Maryhurst clients.
- Free Foxhollow Field Trips for at-risk youth from Maryhurst and the West End School.
- Catered farm fresh meals for each Maryhurst field trip.
- Sponsoring aspiring farmers from the Berry Center for summer internships (with housing).
- Underwriting costs for the partner grower program which gives affordable access to land for beginning farmers.

For more information, and to make your donation commitment, call (502) 241-9674 or email Maggie Keith at [Maggie@foxhollow.com](mailto:Maggie@foxhollow.com) or Jennifer Smith at [Jenn@foxhollow.com](mailto:Jenn@foxhollow.com)