

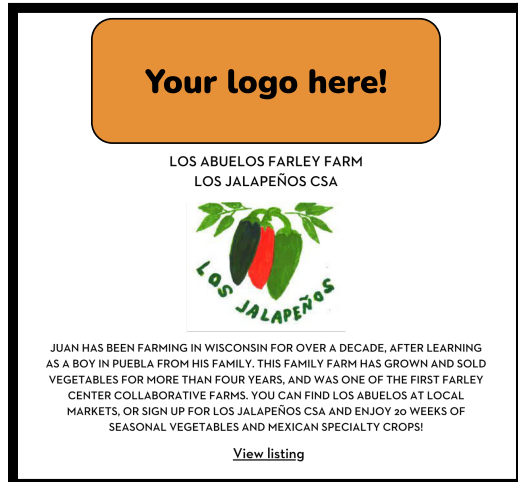
REAP FOOD GROUP

Farm Fresh Atlas 2024 Opportunities for Engagement

Since 2002, REAP's *Farm Fresh Atlas* of Southern Wisconsin has connected consumers to good food throughout the region. Last year, this beloved publication listed over 300 farms, farmers' markets, grocers, restaurants, and other food-related organizations throughout Southern Wisconsin. As our community of members grows, so does the demand for the *Atlas*! This year, The *Farm Fresh Atlas* will print a single publication covering all 72 counties, home to 5.9 million people across Wisconsin. With this expansion comes considerable cost to plan, design, execute, and distribute the publication. Here are three proposed ways your organization can engage in providing financial support to REAP's dedication to this program.

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BIPOC Producer Spotlight: \$3,600



As REAP continues its mission to support local farmers and food producers through our *Farm Fresh Atlas*, we are keenly aware of the importance of promoting and celebrating the contributions of Black, Indigenous, and People of Color (BIPOC) farmers and food producers. We have been proud to provide free or low-cost listings to BIPOC producers in *The Atlas* since 2020.

In the upcoming 2024 edition of *The Farm Fresh Atlas*, we plan to answer the growing demand for produce and products of BIPOC farms by showcasing these businesses. The *Atlas* will not only showcase the diversity within our local agricultural community

but also provide consumers with valuable information on how and where to support these farmers and producers. With your generous support, we propose creating individualized "profiles" for 3 featured farmers/producers, which will be shared on REAP's social media platforms under the banner of the BIPOC Farmer Spotlight (as shown above). This campaign will enable consumers to directly connect with the listees, facilitating product purchases and fostering a deeper understanding of their businesses. All digital messaging will be tailored to align with your target audience.

For your organization's support of \$3,600 we offer the following benefits:

- Prominent Logo Placement: Inclusion of your logo on each 1/3 page ad size farmer spotlight feature (as shown above).
- Opportunity for Promotion: Showcase relevant products/services to Farm Fresh Atlas listees via REAP's email listserv.
- Acknowledgment on REAP's Social Media Platforms including Facebook, Instagram, Twitter, and LinkedIn, reaching 8,250 followers per post across all platforms
- Inclusion in REAP's monthly E-newsletter: Acknowledgement in our electronic newsletter sent to 4,000 members of the REAP community.
- Feature in REAP's Quarterly Print Newsletter: Recognition in our quarterly printed publication sent to 500 recipients.
- Opportunity to distribute 100 print edition copies of the *Farm Fresh Atlas*.

We believe that this partnership will not only make a significant impact on our local BIPOC farming community but also align your business with a meaningful cause that resonates with the community.

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Sponsored Article Featuring Emerging Crop Farmers: \$5,000



Share and amplify the stories of Wisconsin's emergent crop farmers and growers with a two-page sponsored article. Emerging crops are potentially valuable commercial crops like hazelnuts, aronia berries and hops that need investment to develop cultivars, optimize production and build markets for sales. This is an opportunity to reach consumers in a fresh, creative way that tells the stories of the people and passion behind the work. Partner with REAP to promote emerging crops in Wisconsin. Use this two-page spread to highlight members, share recipes, stories, and photos to promote these growing markets and the producers making it happen! For an even broader reach, we would promote your article on REAP's social media and through our eNewsletter.

For your organization's support of \$5,000, we offer the following benefits:

- Prominent Logo Placement: Inclusion of your logo on each Sponsored article feature (as shown above).
- Logo Placement in the 2024 *Farm Fresh Atlas*: Visibility on the featured section of the printed edition.
- Opportunity for Promotion: Showcase relevant products/services to *Farm Fresh Atlas* listees.
- Acknowledgment on REAP's Social Media Platforms including Facebook, Instagram, Twitter, and LinkedIn.
- Inclusion in REAP's E-newsletter: Acknowledgment in our electronic newsletter.
- Feature in REAP's Quarterly Print Newsletter: Recognition in our quarterly printed publication.
- Opportunity to distribute 300 print edition copies of the *Farm Fresh Atlas*

We believe that this partnership will not only make a significant impact on our local emerging crop farming community but also align your business with a meaningful cause that resonates with the community.

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Print Underwriting: \$10,000



In 2024, we are expanding the scope of the *Farm Fresh Atlas* to reach a broader audience across the state. The *Atlas* not only highlights local farmers but also showcases the rich diversity of agricultural practices, including emerging crops and sustainable farming methods.

To ensure the success of this initiative, we are seeking financial support to underwrite the costs associated with the publication and distribution of the print edition of the *Farm Fresh Atlas*. The funds will be used for:

- Printing Costs: High-quality printing to showcase the *Atlas*'s content effectively.
- Design and Layout: Professional design services to enhance the visual appeal and user experience.
- Distribution: Efficient distribution mechanisms to

reach communities across Wisconsin.

For your organization's support of \$10,000, we offer the following benefits:

- Prominent Logo Placement: Inclusion of your logo on the cover of the print edition of the *Farm Fresh Atlas*.
- Logo Placement in the 2024 *Farm Fresh Atlas*: Additional visibility on inside cover of the printed edition.
- Opportunity for Promotion: Showcase relevant products/services to *Farm Fresh Atlas* listees.
- Acknowledgment on REAP's Social Media Platforms including Facebook, Instagram, Twitter, and LinkedIn.
- Inclusion in REAP's E-newsletter: Acknowledgment in our electronic newsletter.
- Feature in REAP's Quarterly Print Newsletter: Recognition in our quarterly printed publication.
- Opportunity to distribute 500 print edition copies of the *Farm Fresh Atlas*.
- Community Impact: Direct contribution to the growth of local agriculture and sustainable food practices.

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	BIPOC Producer Spotlight	Sponsored Article Featuring Emerging Crop Farmers	Print Underwriting
Support Level	\$3,600	\$5,000	\$10,000
Print	Your logo on three farmer spotlight features.	Your logo on a full page sponsored article.	Your logo on the cover of the print edition. Quarter-page advertisement on inside cover of the printed edition.
Social Media	Acknowledgment on REAP's Social Media Platforms including Facebook, Instagram, Twitter, and LinkedIn.	Acknowledgment on REAP's Social Media Platforms including Facebook, Instagram, Twitter, and LinkedIn.	Acknowledgment with corporate logo on REAP's Social Media Platforms including Facebook, Instagram, Twitter, and LinkedIn.
REAP Monthly e-Newsletter	Text acknowledgment in our electronic newsletter	Acknowledgement with corporate logo in electronic newsletter	Acknowledgement with corporate logo in electronic newsletter
Farm Fresh Atlas Member Newsletter	Text acknowledgment in our electronic newsletter.	Acknowledgement with corporate logo in electronic newsletter.	Acknowledgement with corporate logo in electronic newsletter.
Printed copies of <i>The Farm Fresh Atlas</i> available to business for distribution	100	300	500