



STATE OF CONNECTICUT

DEPARTMENT OF AGRICULTURE MARKETING



June 7, 2012

Two years ago, the Connecticut Department of Agriculture's Farm-to-Chef Program launched the first-ever state-wide Farm-to-Chef Week, attracting more than 80 restaurants, caterers, institutions, farms, and wineries to showcase a special Farm-to-Chef menu featuring Connecticut Grown ingredients for seven days in September. Last year's week built upon the inaugural season's success.

This year's Farm-to-Chef Week will run September 16-22, 2012. The Farm-to-Chef Program is working to make the event bigger and better through efforts that include a paid media campaign to attract more diners to participating venues. We are seeking the sponsorship of a few key businesses that are fiercely committed to locally grown products and to sustaining agriculture in Connecticut to help fund these efforts.

We cordially invite your company to become a 2012 Farm-to-Chef Week sponsor. In return for this \$1,000 sponsorship, your logo will appear on the Farm-to-Chef Week website as well as on event posters and other promotional materials, demonstrating your support of local farms and food.

A \$500 sponsorship is also available for those businesses that would like to show their support, and will result in your company name being listed on the promotional materials.

If you have any questions or would like additional information about 2012 Farm-to-Chef Week, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Linda Piotrowicz".

Linda Piotrowicz
Farm-to-Chef Program Manager



2012 FARM-TO-CHEF WEEK

Sample and savor the state's local flavor

September 16-22, 2012

SPONSORSHIP FORM

Sponsorship of the Farm-To-Chef Program's 2012 Farm-To-Chef Week affords your business or organization the unique opportunity to reach a growing number of people who share one common interest: fresh, Connecticut Grown food.

Farm-To-Chef Week is a collaboration of farmers, farmer's markets, restaurants, institutions, schools, and other foodservice providers who join together for a special week in September to showcase the state's finest produce, meat, seafood, wine, and other Connecticut Grown farm products in dining venues throughout the state.

Your **\$1,000 sponsorship** will be used to purchase media spots and other promotional materials to publicize Farm-to-Chef Week and help attract more diners to participating venues. Sponsors' logos will appear on the Farm-to-Chef Week website as well as on posters and other promotional materials, showing the public that you are committed to supporting local farms and food.

A **\$500 sponsorship** will include your company name with those listed as supporters on the promotional items.

SPONSORSHIP AMOUNT (check one): \$1,000 \$500

Company Name: _____

Street Address : _____

City, State, Zip: _____

Phone: _____

Website: _____

Contact Name: _____

Phone: _____

Email: _____

Signed: _____ Date: _____

Print Name: _____

Return this form and your check (payable to the Connecticut Department of Agriculture) to

CT Farm-to-Chef Week Registration
Connecticut Department of Agriculture
165 Capitol Avenue, Room 129
Hartford, CT 06106

