



WASATCH
COMMUNITY
GARDENS

2025

SPONSORSHIP OPPORTUNITIES

Community is at the heart of Wasatch Community Gardens (WCG).

Our passion and expertise extends well beyond gardening. Through sustainable, equitable, and intentional practices we are working together to elevate and share the value that growing and eating healthy, organic, local food provides in our community.

Businesses play an essential role in this work, from funding life-changing programs to digging in the dirt with employee volunteerism, and we invite you to JOIN US!

Customizable sponsorships with WCG provide you opportunities to connect with our dedicated community of supporters and partners through signature events and core programming in the ways that are most meaningful for your business.



GET IN TOUCH



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ABOUT US

OUR MISSION

Wasatch Community Gardens' (WCG) mission is to empower people to grow and eat healthy, organic, local food. We provide children, adults, and families in Salt Lake County with access to land and education for growing and eating fresh produce, while building and nurturing community connections through gardening and healthy food.

WHAT WE DO



13,000+ community members are served by WCG's programs, events, and produce donations. The majority of our program participants are from low- and moderate income households.



45,000+ seedlings are sold at our Spring Plant Sale and distributed to community gardeners and partners.



We fulfill our mission through six main programs: Community Garden, Education, Job Training, Youth and School Garden, Volunteer, and Advocacy and Justice.



In 2024, 2,968 volunteers contributed 8,926 hours of service to WCG. This robust volunteer program supports our other programs and provides excellent ways for individuals and business groups to build bonds and have a direct impact in their community.



WCG stewards over 8 acres of beautiful, productive green space across Salt Lake County, providing community access to healthy, organic, local food.



EVENT SPONSORSHIP OPPORTUNITIES

WCG's beloved signature events offer meaningful opportunities for sponsors to connect with thousands of WCG community members in-person and through associated web, print, email, and social media collaborations.

SPRING PLANT SALE

More than 45,000 spring veggie starts will be on sale, most grown at WCG's City Farm by participants in our Job Training Program for women facing homelessness and/or living in poverty.

At the sale, 4,000-5,000 shoppers choose from more than 70 varieties of organically grown tomatoes and thousands of other seasonally appropriate plant starts. We offer the guidance and advice of our in-house experts.

As a Plant Sale sponsor, you have access to a passionate, environmentally conscious audience committed to growing, eating and sharing healthy, organic, local food. 2025 Plant Sale events are on May 7, 9, and 10.

TOMATO SANDWICH PARTY

On Saturday, September 6, 2025, over 800 members of our community will drop by WCG's Campus for a free tasty sandwich made from locally grown tomatoes, artisan bread, and pesto. There are experts on hand to answer gardening questions, live music, and family-friendly activities to enjoy.

WORKSHOP SERIES

WCG offers a combination of online webinars and in-person workshops from the teaching gardens, greenhouses and Education Cottage at our Campus in Salt Lake City. In-person workshops serve over 750 eager and curious gardeners from beginner to advanced level, excited to learn about a wide range of topics from organic growing practices, to food preservation, to garden design.



LOVE LOCAL WINTER MARKET

Our fourth annual Love Local Holiday Market will be held on December 6, 2025 at Wasatch Community Gardens' Campus. Attended by over 600 shoppers, this outdoor/indoor holiday market celebrates local food, local makers and the warmth of community.

30+ vendors showcase art, garden tools, honey, preserves and more. A decorated holiday tree forest for silent auction, warm beverages, and a sample of diverse cuisines from local food trucks will be available. Kids, families, and friends will delight in the holiday craft activities!



SEASON SPONSOR - \$50,000

As our highest-level sponsor, your company will receive unparalleled recognition throughout the entire gardening season, ensuring your brand is top-of-mind year-round:

- All benefits of the Beefsteak Tomato Sponsor level, plus:
- Early-bird invitations to Spring Plant Sale for 20 guests, allowing you to showcase your brand in a personal and intimate setting.
- Comprehensive year-round recognition across WCG's events, media, and promotional materials.
- Exclusive customizable experiences for employees and customers (20 cap), including workshops, garden tours, and more.
- Six customizable social media post collaborations to spotlight your brand's commitment to sustainability.
- Prominent logo placement on volunteer apparel, branded merchandise, and at each of our signature events throughout the season, including the Spring Plant Sale, Tomato Sandwich Party, and Love Local Winter Market.
- Sponsor access to all WCG signature events and recognition in event programming.
- Scholarship Naming on your company's behalf.
- Produce donations in your company's name to support community programs.

BEEFSTEAK SPONSOR - \$25,000

With this level, you'll enjoy strong visibility and valuable engagement:

- All benefits of the Plum Tomato Sponsor level, plus:
- Early-bird invitations to Spring Plant Sale for 10 guests, allowing you to showcase your brand in a personal and intimate setting.
- Three customizable social media post collaborations to spotlight your brand's commitment to sustainability.
- Access to Wasatch Community Gardens campus for events, meetings, or team-building activities.
- Prominent logo placement on event print materials.

PLUM TOMATO SPONSOR - \$15,000

For this level, your company will gain great exposure while supporting a cause you can be proud to stand behind:

- All benefits of the Cherry Tomato level, plus:
- Early-bird invitations to Spring Plant Sale for 6 guests, allowing you to showcase your brand in a personal and intimate setting.
- Two customizable social media post collaborations to spotlight your brand's commitment to sustainability.
- Logo placement on event print materials.

CHERRY TOMATO SPONSOR - \$5,000

As a Cherry Tomato Sponsor, your company will be recognized for its commitment to healthy living and sustainability:

- Company logo featured in monthly e-newsletters and on event webpages that market the sponsored event or opportunity.
- Early-bird invitations to the Spring Plant Sale for 4 guests.
- One customizable social media post collaborations to spotlight your brand's commitment to sustainability.
- Banner display at a Wasatch Community Gardens' event, drawing attention to your company's leadership role.

***Please note: Logo and name placement is dependent on the timing of a sponsorship agreement due to the lead time for print materials and advertisement placement. Customizable social media content and electronic or printed marketing materials will be approved and finalized by WCG staff to maintain alignment with our values and branding.**

SPONSORSHIP LEVELS

HEIRLOOM TOMATO SPONSOR - \$2,500

- Recognition on WCG event webpage.
- Early-bird invitations to the Spring Plant Sale for 3 guests.
- Thank-you mention in one monthly e-newsletter.
- Tag in and event highlight reel.

ROMA TOMATO SPONSOR - \$1,500

- Recognition on WCG event webpage.
- Early-bird invitations to the Spring Plant Sale for 2 guests.
- Thank-you mention in one monthly e-newsletter.

IN-KIND AND MEDIA SPONSORSHIPS

- Donations of goods or services play an important role in allowing WCG to operate efficiently and responsibly as we work to carry out our mission. We track the estimated fair market value of in-kind gifts and offer benefits based on the wholesale value in alignment with the sponsorship levels listed above. We are open to customization of these benefits to acknowledge in-kind contributions in ways that are valuable to our partners.
- In-Kind contributions with an estimated fair market value of \$250 or more will be listed in our Annual Report which is distributed in digital and hard copies.



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THANK YOU!



FOR MORE INFORMATION, OR TO BECOME A SPONSOR,
PLEASE CONTACT —

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