



FRIENDS OF THE FARMSTEAD

PART OF THE ARTS & RECREATION FOUNDATION OF OVERLAND PARK

SPONSORSHIP OPPORTUNITIES 2021

Throughout the history of the Farmstead, donors, sponsors and fundraising projects have funded construction of attractions, education programs, and treasured activities and events. Corporate sponsorship through a donation to the Friends of the Farmstead, part of the Arts & Recreation Foundation of Overland Park, a 501(c)(3) not for profit, provides programs and projects outside of the Farmstead city budget.

Sponsor Benefits	Season Sponsor- \$10,000	Event Package- \$2500 (six events)	Single Event Sponsor- \$500 (one day/night of multi-date events)
Logo displayed on banner at entry	X		
Name on windmill blade in entry building	X		
Logo on TV monitors in Dairy Barn	X		
Logo on Friends of the Farmstead website	X		
Logo on Georgia's Chicken Run t-shirt	X		
Logo on special events posters	X		
Logo on Friends of the Farmstead email communications	X		
Prairie Pavilion rental at a discounted price of \$300	X		
Marketing opportunities at events (Information booth themed to event with approved promotional materials)	X (all events)	X (six events of your choice)	X (one event only)

Season Sponsors Only

Pick Your Perk (choose 5 of the following)

	Recognition as presenting sponsor for event of choice (events may have more than one presenting sponsor)
	Opportunity to provide promotional item(s) beyond an event booth. (Examples: bags for events, items for Chicken Run goodie bags, flashlights for NOLF, etc. as agreed upon by FOF and sponsor)
	6 - Entries for Georgia's Chicken Run
	20 - Tickets to Pumpkin Hollow
	20 - Tickets to Night of the Living Farm
	Sponsor highlight in one issue of FOF Newsletter (short article on your organization with links to your page, content provided by sponsor with FOF approval)
	Short video clip shown before the movie on Moo-vie night (provided by sponsor and approved by FOF)



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SPONSORSHIP COMMITMENT 2021

Sponsorship name as it is to appear in all recognition

Contact Person

Address

City

State

Zip Code

Phone Number

Email Address

Sponsorship (choose one)

_____ **Season Sponsor - \$10,000**

_____ **Event Sponsor Package - \$2,500** (pick any six)

(Available for June Bug Ball, Moo-vie Night , Georgia's Chicken Run, Safety Day, Night of the Living Farm (one night only) and Pumpkin Hollow (one day only)

_____ **Single Event Sponsor - \$500**

(Available for June Bug Ball, Moo-vie Night, Georgia's Chicken Run, Safety Day, Night of the Living Farm (one night only) and Pumpkin Hollow (one day only)

Event: _____

Please remit payment to:

Friends of the Farmstead
P.O. Box 26392
Overland Park, KS 66225

Authorized Signature

Friends of the Farmstead is part of The Arts & Recreation Foundation of Overland Park. The Foundation is tax-exempt under Section 501(c)(3) of the Internal Revenue Code. Gifts to the Foundation may be deductible under the applicable section of the code. EIN: 48-1171599

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SPECIAL EVENTS



June Bug Ball

TBD | 4:00 p.m. - 7:00 p.m. | Attendees 1000+

A celebration of bugs and other garden friends along with a concert to kick off our late nights for the summer.



Moo-vie Night

TBD | 7:00 p.m. - 11 p.m. | Attendees 1000+

Highlighting National Dairy Month, we'll show an outdoor moo-vie and bring dairy festivities and education to our guests. Food trucks will be onsite. Moo-vie will begin at dusk (approx. 9 p.m.).



Celebrating the 4th at the Farm

July 4 | 9:00 a.m. - Noon | Attendees 800+

Families enjoy old-fashioned games, activities and participate in a bike parade.



Georgia's Chicken Run

July 24 | Check-in 7:30 a.m., Race Begins 8:30 a.m. | Runners 260+, Attendees 750+
20th annual fun run for all ages. Participants take home a goody bag, t-shirt and magnificent medal. Chicken trophies awarded to the top 3 runners in each category.



Safety Day

August 7 | 10:00 a.m. - 2:00 p.m. | Attendees 3,900+

Safety Day provides families the opportunity to interact with members of emergency services, hospitals and safety organizations.



Pumpkin Hollow

Oct. 1 - Oct. 31 | M-F., 10:00 am - 3:00 p.m., S-Su., 10:00 a.m. - 4:00 p.m. | Attendees 18,600+

Guests take a horse-drawn hayride through the woods. Play pumpkin-themed games, activities, and of course, a pumpkin to take home!



Night of the Living Farm

October 22-23 & 29-30 | 6:00 p.m. - 9:00 p.m. | Attendees 10,500+

The Farmstead gets transformed into a fun filled, yet eerily spooky place. An evening of fun featuring scary & non scary activities and live entertainment.



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STATISTICS

2019

ATTENDANCE -

Farmstead:	439,000
Membership:	3572
Special Events:	38,424

WEBSITE - Friends of the Farmstead and Deanna Rose Children's Farmstead (city page)

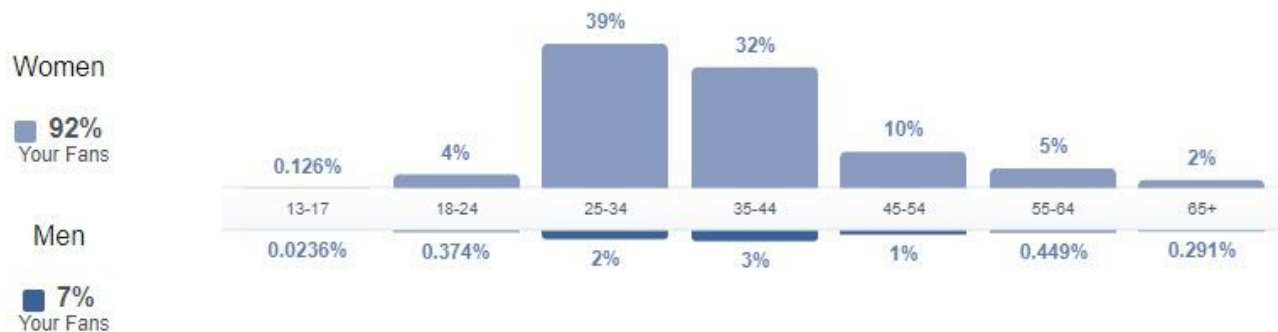
	FOF page	City page
Yearly Average of Page Views	22,368	255,299
Monthly Average Visitors	2,892	21,275

SOCIAL MEDIA -

DRCF Facebook
(Deanna Rose Children's Farmstead)
26,018 Followers

FOF Facebook
(Friends of the Farmstead)
8,594 Followers

Demographics of FaceBook Followers:



EMAIL COMMUNICATION -

ARFOP Subscribers - 41,904
(Arts & Recreation Foundation of Overland Park)

FOF Subscribers - 4,106
(Friends of the Farmstead)

VOLUNTEERS -

Team Building and Giving Back Volunteer Hours	19,840
Number of Volunteers During the Season	1,867

We encourage individuals and companies to volunteer!

Fun Facts from the 2019 Season



76,993 scoops of ice cream were enjoyed.

119,876 pieces of taffy were eaten.

Guests picked 20,410 pumpkins at Pumpkin Hollow.

2,457 pounds of quarters were collected from the feed machines.

Vic's General Store sold 336 dozen eggs.



Night of the Living Farm heard approximately 5,823 screams on the Scary Hayride.

Our baby goats drank 1,244 gallons of milk.



Families used 49,328 worms to fish.