



FRIENDS OF THE
FARMSTEAD

PART OF THE ARTS & RECREATION
FOUNDATION OF OVERLAND PARK

SPONSORSHIP OPPORTUNITIES

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	Premier Sponsor \$25,000	Season Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000
Private goat yoga session for up to 35 participants (June - Aug, subject to availability)		—	—	—	—
Representative on the FOF Board		—	—	—	—
Complimentary Prairie Pavilion rental with admission and activity tickets for 100 guests (subject to availability during normal operating hours)			—	—	—
Daily Admission Tickets	150	100	50	—	—
Plaque for place of business			—	—	—
Logo displayed on banner at entry			—	—	—
Name on windmill blade in entry building			—	—	—
Logo on special events poster for selected event			—	—	—
Sponsor highlight in FOF Newsletter (short article on your organization with links to your page, content provided by sponsor with FOF approval)				—	—
Logo on TV monitors in Dairy Barn				—	—
Digital copy of the Partner of Friends of the Farmstead logo to use on your website				—	—
Logo on Friends of the Farmstead website					—
Logo on Georgia's Chicken Run T-Shirt (with commitment by July 1st)					—
Logo on Friends of the Farmstead email communications					—
Marketing presence at events (See Sponsorship Guidelines)	 (all events)	 (all events)	 (*six events)	 (*six events)	 (*two events)
Pick Your Perk	All Included	Pick 4	Pick 2	Not Included	Not Included
Entries for Georgia's Chicken Run	20	10	10	—	—
Tickets to Pumpkin Hollow	40	20	20	—	—
Tickets to Night of the Living Farm	40	20	20	—	—
Recognition as Presenting Sponsor for event of choice (events may have more than one presenting sponsor)			—	—	—
Opportunity to provide promotional item(s) to event attendees. (as agreed upon by FOF and sponsor)				—	—
Short video clip shown before the movie on Moo-vie Night (provided by sponsor and approved by FOF)				—	—

*one day/night of multi-date events

Deanna Rose Children's Farmstead | 13800 Switzer Road | Overland Park, KS 66221 | 913-634-7165 | drfarmstead.org



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SPONSORSHIP COMMITMENT

Sponsorship Name as it is to appear in all recognition (Email corporate logo for display on FOF website to info@artsandrec-op.org)

Contact Name

Address (to which tickets will be delivered)

City

State

Zip Code

Telephone

Email Address

☐ **PREMIER SPONSOR \$25,000.....ALL BENEFITS INCLUDED**

- ☒ 20 Entries for Georgia's Chicken Run ☒ 40 Tickets to Pumpkin Hollow ☒ 40 Tickets to Night of the Living Farm
☒ Video Clip Shown at Moo-Vie Night ☒ Promotional Items Opportunity
☒ Presenting Sponsor Recognition at Event of Choice _____
June Bug Ball, Safety Day, Georgia's Chicken Run, Moo-Vie Night, Pumpkin Hollow, or Night of the Living Farm

☐ **SEASON SPONSOR \$10,000.....CHOOSE 4**

- ☐ 10 Entries for Georgia's Chicken Run ☐ 20 Tickets to Pumpkin Hollow ☐ 20 Tickets to Night of the Living Farm
☐ Video Clip Shown on Moo-Vie Night ☐ Promotional Items
☐ Presenting Sponsor Recognition at Event of Choice _____
June Bug Ball, Safety Day, Georgia's Chicken Run, Moo-Vie Night, Pumpkin Hollow, or Night of the Living Farm

☐ **GOLD SPONSOR \$5,000.....CHOOSE 2**

- ☐ 5 Entries for Georgia's Chicken Run ☐ 10 Tickets to Pumpkin Hollow ☐ 10 Tickets to Night of the Living Farm

☐ **SILVER SPONSOR \$2,500**

☐ **BRONZE SPONSOR \$1,000**

MARKETING PRESENCE SELECTIONS - *Information Booth Marketing Opportunities at select events*

PREMIER & SEASON SPONSORS - All Included

GOLD & SILVER - Choose 6

BRONZE - Choose 2

- ☐ Safety Day (June 1) ☐ June Bug Ball (June 20) ☐ Georgia's Chicken Run (July 27) ☐ Moo-Vie Night (Sept. 14)
☐ Pumpkin Hollow (Oct. 1-31) _____ ☐ Night of the Living Farm (Oct. 18, 19, 25, 26) _____
select dates select dates

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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SPONSORSHIP GUIDELINES

Thank you for supporting the Farmstead! We ask that you look at your participation at our events as a way to show your support of the community rather than just as a way to direct market to our guests. We have found that when kids are attracted to you at our events and you have something that engages them, it then allows the sponsor to speak with their adult.

- We highly encourage you to decorate your space with the theme of the event.
- Create a game or activity to draw attention to your space - consider bringing along a face painter or a magician.
- We encourage you to give away items; candy, trinkets, bubbles, stickers, safety items such as sanitizer and sunscreen.
- Please limit your team to 1-3 adults to manage your space during each event.
- Children and families accompanying you will be expected to follow the rules of the event and must pay admission to the Farmstead and/or event.

This is intended as a way for you to show your involvement and support of the community. Please refrain from the following:

- Raffles and collecting guests' contact information. Instead, please hand out your contact information for our guests to reach out to you for further information.
- Passing out balloons and using them for decorations. It's for the safety of our animals!
- Selling or taking money from our patrons.

If you have any questions or concerns about any of the above, please contact our Public Programs Supervisor at 913-890-1675.

2023 STATISTICS

ATTENDANCE -

Farmstead: 352,804
Special Events: 32,407
Memberships sold: 3,928

WEBSITES -

Deanna Rose Children's Farmstead (city page)- 377,428 page views
Friends of the Farmstead page- 62,902 page views

SOCIAL MEDIA -

Deanna Rose Children's Farmstead Accounts

	Followers	Impressions	Engagements
Twitter	1,138	12,345	542
Instagram	7,892	72,066	1,272
Facebook	46,320	6,201,188	422,471

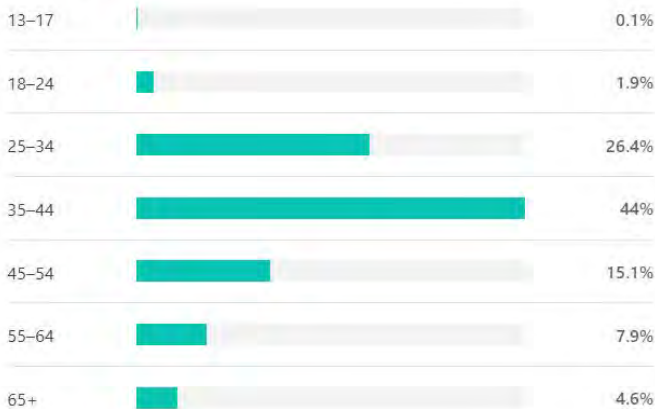
Friends of the Farmstead

	Followers	Impressions	Engagements
Facebook	9,770	89,443	682

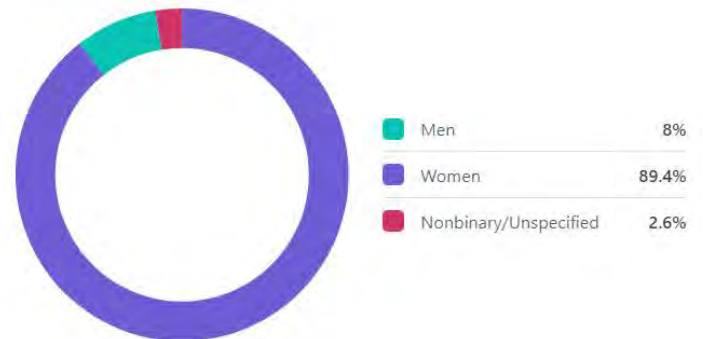
Page Follower Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



EMAIL COMMUNICATION -

Arts & Recreation Foundation of Overland Park Subscribers - 67,237
Friends of the Farmstead Subscribers - 24,997

VOLUNTEERS -

Volunteer Hours	21,929
Number of Volunteers During the Season	1,114
Number of Volunteer Shifts	6,626

Fun Facts from the 2023 Season

- 75,857 scoops of ice cream were enjoyed.
- 96,102 pieces of taffy were eaten.
- Guests picked 15982 pumpkins at Pumpkin Hollow.
- Our horse drawn wagon gave rides to 47,243 guests through the woods.
- 4,068.74 lbs of treasure found in our mining sluice.
- Our baby goats drank 126,631 bottles of milk.
- Night of the Living Farm heard approximately 4,561 screams on the Scary Hayride.
- Families used 89,180 worms to fish.
- Guests snacked on 7656 Hot Dogs - they would be just under a mile long!
- We had visitors from 43 states and 26 countries.

