

2025



Sponsorship Proposal

**Cobblestone Farms
Cultivating Community Fundraiser**

**FRIDAY, SEPTEMBER 18, 2025
6 PM - 9 PM**

**THE BARN AT THE SPRINGS
5190 HIGHWAY 112,
SPRINGDALE, AR 72762**



OUR WHY



In Arkansas, access to fresh, nutrient-dense food is a significant challenge. **Our state consistently ranks among the top five states in the nation for food insecurity**, diet-related disease, and childhood food insecurity. And right now, **Arkansas is ranked number one in the nation**. But behind that, **over 89,000 of our neighbors—1 in 6 people in Northwest Arkansas—are food insecure**. These are not just statistics; they represent the daily struggles of our friends, neighbors, and community members.



In Benton, Washington, Carroll, and Madison counties alone, **13.1 percent of households experience food insecurity—significantly higher than the national average of 10.5 percent**. This means many Arkansans remain uncertain of when their next meal will come or if it will be enough to sustain themselves and their families.

AT COBBLESTONE FARMS, WE EXIST TO CULTIVATE A COMMUNITY FREE OF HUNGER THROUGH SUSTAINABLE AGRICULTURE. WE ENVISION A NORTHWEST ARKANSAS WHERE EVERYONE HAS ACCESS TO FRESH, LOCALLY GROWN, AND NUTRITIONALLY DENSE FOOD.



Our commitment to environmental stewardship is woven into this mission, reflecting our responsibility to care for the land that sustains us all. We understand that providing for our community and preserving our environment are essential steps toward long-term prosperity. However, we know these challenges are complex and cannot be addressed by any one person or organization alone. **That's why we actively seek partnerships with others who share our vision for a more equitable, sustainable, and prosperous food system.**



Together, we can make a difference. **We invite you to join us in this vital work**. Your involvement means more than sponsorship—it means nourishing our community and supporting the foundation for a better future. **Through your involvement, YOU can help feed your community.**

THE NEED IN ARKANSAS



ARKANSAS
CONSISTENTLY
RANKS IN THE TOP 5
STATES FOR FOOD
INSECURITY

#1

AS OF 2024, ARKANSAS
IS RANKED #1 FOR
FOOD INSECURITY



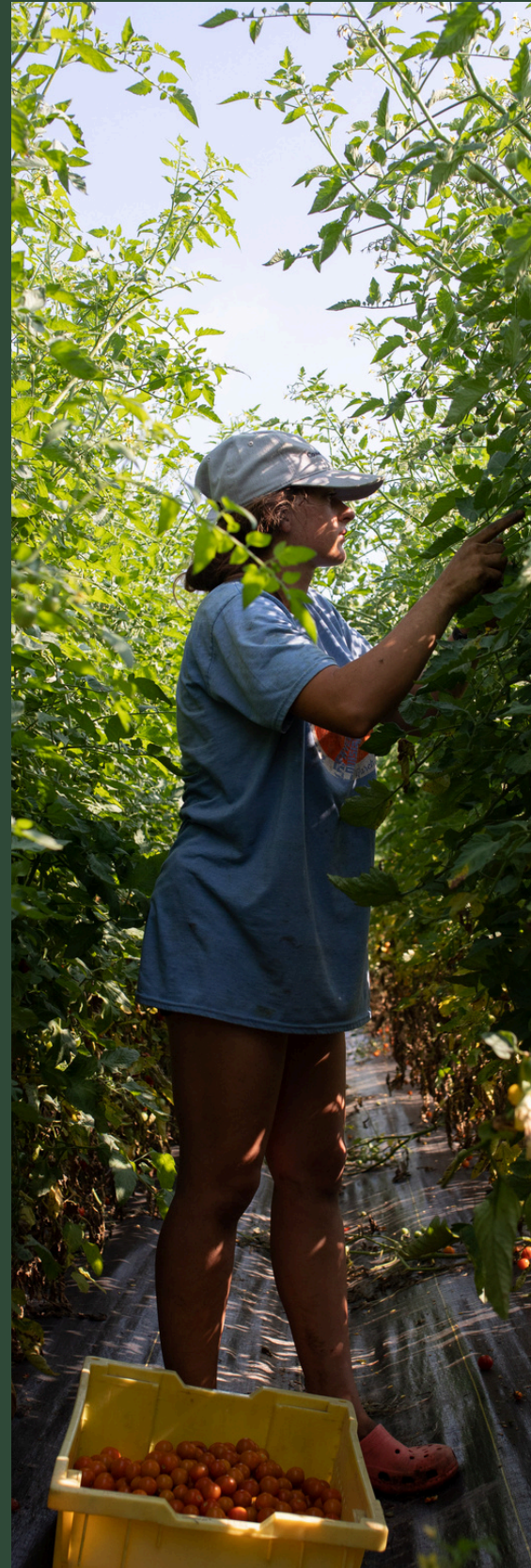
1 IN 6 PEOPLE IN
NWA ARE FOOD
INSECURE



25% OF CHILDREN
DON'T KNOW WHERE
THEIR NEXT MEAL IS
COMING FROM

93%

93% OF CHILDREN DO NOT
CONSUME THE DAILY
RECOMMENDED AMOUNT OF
VEGETABLES



YOUR IMPACT

**22,473
POUNDS** of produce distributed in NWA

**186,160
SERVINGS** of nutritionally-dense food
provided to neighbors in 2024

**4
COUNTIES** served through food distribution
partnerships

**520
VOLUNTEERS** working with Cobblestone Farms to
help feed our community in 2024



2025 Cultivating Community Co-Chairs



KYLE KINNARD

EVP, HEALTH & WELLNESS,
WALMART U.S.



SETH MALLEY

SVP, FOOD SOURCING,
WALMART U.S.

ABOUT THE EVENT

FRIDAY, SEPTEMBER 18TH, 2025
6 PM, BARN AT THE SPRINGS



CULTIVATING COMMUNITY FUNDRAISER

Join us for an unforgettable evening at Cobblestone Farm's annual Cultivating Community Dinner! Indulge in a farm-to-table feast featuring the freshest produce straight from our fields, expertly crafted by local chefs.

This magical event celebrates the power of community, showcasing what we can achieve together providing access to and nourishing our community with healthy, nutrient-dense food.



Cultivating Community is more than just a dinner; it's our biggest fundraiser of the year, supporting our year-round programming. Your support through sponsorships is crucial to the sustainability of our programs. Don't miss this opportunity to enjoy a delicious meal, connect with friends, and make a meaningful impact in our community.



SPONSORSHIP LEVELS

ABUNDANCE SPONSOR | \$25,000+

- Prominent logo recognition in all Cultivating Community printed material, advertising, social media, and at the event
 - Brand activation at the event to promote your company
 - Listed as “Presenting Sponsor” of Cultivating Community
 - Seating for **10 guests** at Cultivating Community
 - Opportunity for company representative to speak at Cultivating Community
 - Logo recognition on the Cobblestone Farm’s website for one year (12,200 annual page views)
 - Private Happy Hour for 20-30 team members at Cobblestone Farms on a mutually agreed-upon date
 - Prominent logo recognition in advertising for the event
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NOURISH SPONSOR | \$15,000

- Prominent logo recognition in all Cultivating Community printed material, advertising, social media, and at the event
 - Seating for **8 guests** at Cultivating Community
 - Logo recognition on the Cobblestone Farm’s website for one year (12,200 annual page views)
 - Volunteer Team Building & Lunch for 10-15 team members at Cobblestone Farms on a mutually agreed-upon date
 - Prominent logo recognition in advertising for the event
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SUSTAIN SPONSOR | \$10,000

- Prominent Logo recognition in all Cultivating Community printed material, advertising, social media, and at the event
 - Seating for **6 guests** at Cultivating Community
 - Logo recognition on the Cobblestone Farm’s website for one year (12,200 annual page views)
 - Logo recognition in advertising for the event
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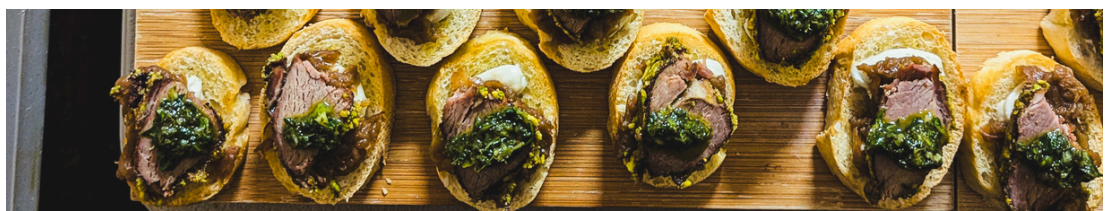
SPONSORSHIP LEVELS

GROW SPONSOR | \$5,000

- Logo recognition in all Cultivating Community printed material, advertising, social media, and at the event
 - Seating for **4 guests** at Cultivating Community
 - Name recognition on the Cobblestone Farm's website for one year (12,200 annual page views)
 - Logo recognition in advertising for the event
-

THRIVE SPONSOR | \$2,500

- Name recognition in all Cultivating Community printed material, advertising, social media, and at the event
 - Seating for **2 guests** at Cultivating Community
 - Name recognition on the Cobblestone Farm's website for one year (12,200 annual page views)
 - Name recognition in advertising for the event
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LET'S FEED OUR COMMUNITY! PLEASE JOIN US IN 2025

TO SPONSOR CULTIVATING COMMUNITY NIGHT, PLEASE CONTACT:

**JORDAN LANNING,
INTERIM EXECUTIVE DIRECTOR**

📞 918-760-5382

🌐 cobblestonefarms.org

✉️ jordan.lanning@cobblestonefarms.org

📍 1210 North 54th Avenue Fayetteville, AR 72704

