



# Corporate Partnership Opportunities

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2026

306 West Haywood Street  
Asheville, NC 28801  
[asapconnections.org](http://asapconnections.org)  
828-236-1282

**Asap**  
Local Food  
Strong Farms  
Healthy Communities

# Introduction

ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food.

Thanks to your support, ASAP positively impacts the lives of so many farmers and builds resilient communities in Western North Carolina each year! Our programs are critical to promoting the local food system, helping local economies, and supporting young children to grow up healthy and with a love and appreciation for eating fruits and veggies fresh from local farms or from their very own gardens!

To support our work in 2026, we are excited to share these partnership opportunities with you. A sponsorship has so many benefits to your company beyond free press and marketing opportunities. **Match your sponsorship with your company mission**, and boost morale by keeping your employees connected to these values. Giving back locally helps **gain loyalty with customers who see your business as investing in their lives and communities**. Giving of your time and money can give you and your employees joy and personal fulfillment!

ASAP can also connect your business with a local farm offering CSA's (Community Supported Agriculture) or help your company meet other wellness goals! We'd love to hear about your wellness objectives and see where we can help.

Thank you in advance for taking the time to read through this packet and for your consideration of a sponsorship. Your support today will create a better future for Appalachian farms and communities. Thank you for working alongside ASAP to save our rich agricultural heritage, preserve farmland, and uplift our communities through access to fresh, local foods!

**We believe in transformational, reciprocal relationships, and see this corporate partnership packet as a starting place to have a conversation with you about the ways we can meet our missions together.**

**Learn more about partnering with ASAP.**

Nora Scheff, Director of Development

828-236-1282 Ext. 118

[nscheff@asapconnections.org](mailto:nscheff@asapconnections.org)

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# Asheville City Market

**Time Frame:** Year-round, weekly
















**Values:** community connections, local food, business development, food access, health

**Average Attendance:** 1,400 people per week

Asheville City Market is a family-friendly community gathering space that brings together farmers, food enterprises, and thousands of shoppers every Saturday morning. It brings local residents downtown to shop and offers the next generation of

farmers an opportunity to build their business. Through Double SNAP for Fruits and Vegetables and Farm Fresh Produce Prescription, the market increases healthy food access.

Sponsorship of Asheville City Market expands your business visibility to thousands of residents while connecting you to people who are passionate about supporting all things local.

Benefits	Harvest \$10,000	Cultivate \$5,000	Seed \$2,500	Farm \$1,000	Fun \$500
Special Month Co-Branding					
Logo Printed on Market Tote Bag					
Logo on Market Booth A-Frame (for one full season)					
Press Release Acknowledgement (press releases in Mar. and Oct.)					
Logo & Link on Website & Weekly Newsletter (3,500+ subscribers)					
Digital Ad in Weekly Newsletter (650x300 px, large or 300x300 px, small)	large 6 months	small 6 months	small 3 months	small 3 months	
Social Media Acknowledgement (21,000 followers)	quarterly	quarterly	twice	twice	once
Promotional Materials at Market Booth				Table Sign at Market Booth	Table Sign at Activity Booth
Market Tote Bags	12	10	8	5	2
Farm Tour Car Passes	12	10	8	5	2

# ASAP's Farm Tour

**Event Date:** September 2026




















**Marketing Opportunity:** July–September

**Values:** thriving farms, community engagement, outdoor recreation, hands-on experiences/learning, family fun

**Estimated Attendance:** 2,000 residents and tourists

ASAP's Farm Tour is the premier farm event in the region. As a sponsor, you gain visibility for your business and connect with the region's passion for local food.

With a sponsorship at the \$3,000 level or above, you can have exclusive sponsorship of a curated theme (determined by ASAP) and receive additional recognition in promotions. Theme sponsorship opportunities are limited and available on a first come, first served basis!

Benefits	Title \$5,000	Theme \$3,000	Harvest \$2,000	Cultivate \$1,000	Seed \$500
Logo on Front Cover of Guide (8,000 distributed)					
Tabling During Farm Tour					
Exclusive Sponsorship of a Tour Theme					
Press Release Acknowledgement					
Featured Social Media Story (25,000+ followers)					
Link in Attendee Email					
Display Ad in Farm Tour Guide (8,000 distributed)	1/3 page	1/4 page	1/4 page	1/4 page	1/6 page
Logo on Back Cover of Guide (8,000 distributed)					name
Newsletter Recognition (20,000+ subscribers)					
Logo/Link on Website					name
Social Media Mention (25,000+ subscribers)					
Complimentary Passes	15	15	15	10	5

# Business of Farming Conference

**Event Date:** February 28, 2026

**Marketing Opportunity:** December–February





















**Values:** economic development, small business, education, strong farms

**Estimated Attendance:** 300+ attendees

ASAP's Business of Farming Conference is the region's premier event dedicated to providing farmers with tools, skills, and resources to build viable farm businesses. Farmers learn about marketing, business planning, and management from regional experts and innovative peers.



**Special opportunity: ASAP is adding a half day farm production series to the conference on Friday, February 27, 2026. For an additional \$250 you can receive extra sponsor benefits including Exhibition Booth on Friday, Logo on Series Print Materials, and Social Media Mention.**

	Builder \$5,000	Raiser \$3,000	Advocate \$1,000	Friend \$500
Press Release Acknowledgement (Dec.) Podium Recognition				
Featured Social Media Story (25,000+ followers)				
Ad in Conference Booklet	1/2 page	1/3 page	1/4 page	1/8 page
Digital Ad in Conference Slideshow (continuous throughout conference)				
Link in Attendee Confirmation Email				
Exhibitor Space				
Acknowledgement in Conference Booklet & Slideshow	logo	logo	logo	name
Acknowledgement & Link on Website	logo	logo	logo	name
Social Media Mention (25,000+ subscribers)				
Newsletter Recognition (20,000+ subscribers)				
Conference Admission (meals included)	4	3	2	1

# Wellness Support

**As an ASAP partner, we want to help you reach your goals.** One way we can support you is

through the creation of a workplace CSA. CSA stands for Community Supported Agriculture. It connects you, the consumer, directly with a local farm by purchasing weekly “shares” of a farm’s harvest upfront at the beginning of a season.

**A workplace CSA can be marketed as a benefit for employees.**

In a workplace CSA, employees sign on as a group, and the farmer is able to deliver boxes directly to your place of business for convenient pick up. Employers can offer incentives or educational opportunities to encourage employees to participate. **Forming a relationship with a CSA farm helps you to eat healthy while also supporting the local economy.**

Some employers offer financial help for their employees via payroll deduction or a small stipend toward the shares. Some health insurers or wellness programs may offer rebates for CSA membership. Employers can also offer non-financial incentives, such as team-building CSA potluck lunches, cooking or food preservation demos, or farm visits.

## How ASAP Helps:

- **We connect you with farms offering CSAs who would be interested in partnering and who are a good fit for your workplace’s needs.**
- **We provide materials and/or educational programs to explain CSAs to employees.**
- **We offer CSA Fairs in March, giving you the opportunity to connect with and receive materials from many farmers at one time.**
- **We supply survey templates for end-of-season evaluation.**

## Testimonial:

Leslie Roberts is the Employee Wellness Manager for Appalachian Regional Healthcare System, which partners with Springhouse Farm for a workplace CSA. She spoke with ASAP in September 2019 about the benefits of the program. Leslie says the relationship benefits both employees and farmer Amy Fielder, who grows produce just 15 minutes from the hospital.

*“I really wanted to figure out a way to support our employees at our facilities—to give them easy access to better nutrition...For employees, it’s super convenient because they can just come by whenever they get off work and just grab their bag on their way home and throw it in the car.”*

# Sign Me Up to Partner with ASAP!

**Asheville City Market**

\$10,000    \$5,000    \$2,500    \$1,000    \$500

**Farm Tour**

\$5,000    \$3,000    \$2,000    \$1,000    \$500

**Business of Farming Conference**

\$5,000    \$3,000    \$1,000    \$500

I would like to know more about **Wellness Support** for my business or organization.

## Sponsor Contact Information

Business Name \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**We are grateful for your partnership!** ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. **YOU** ensure the success of all of ASAP's vital programs and help build a resilient local food system!

### Learn more about partnering with ASAP.

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