



ROANOKE REGION FOOD & FARM TRAIL

PROJECT DETAILS:

The **Roanoke Region Food & Farm Trail** website is an interactive one-stop hub for discovering local food, farms, and experiences across the Roanoke foodshed including **Roanoke, Salem** and the seven surrounding counties.

The website includes: a comprehensive regional guide connecting residents and visitors with food businesses, farms, events and experiences across the region, interwoven with marketing, storytelling, and branding initiatives – engaging multimedia content (videos, reels, photos, and written narratives) to bring our region’s food and farm stories to life.

AUDIENCE:

- Local food & farm enthusiasts
- Consumers & visitors looking for agritourism experiences
- Supporters of regional food economy growth



SPONSORSHIP LEVELS:

CULTIVATOR **\$5,000**

- Prime logo placement on Trail website
- Opportunity to table at select Food and Farm Trail events
- Customized social media spotlight with tagged mentions on all platforms
- Logo placement in monthly newsblast

HARVESTER **\$2,500**

- Logo placement on trail website
- Recognition in all food and farm trail launch printed materials
- Opportunity to table at one Food and Farm Trail launch event
- Inclusion in social media campaigns with tagged mentions
- Logo placement in monthly newsblast

POLLINATOR **\$1,000**

- Recognition on trail website
- Recognition in all food and farm trail launch materials
- Mention in select social media posts

SEED SUPPORTER **\$500**

- Recognition on trail website
- Mention in select social media post

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