

# **PARTNERSHIP BENEFITS EXPLAINED**

## **All Partners**

### **Window Sticker**

We are creating a window sticker that businesses can place in their brick and mortar locations that identifies them as a Partner of the Farm for that year.

### **Social Mentions**

Social mentions are social media posts that sing the praises of our Partner organizations. Social mentions go out on our Facebook (5.6k followers), Instagram (2.5k followers), and our brand new LinkedIn page.

## **Tier I and Tier II Partners**

### **Web Logo**

Our Tier I and Tier II partnering organizations will receive logo placement on the Partners page of our website that links directly to their requested external landing page for at least one year.

### **Partner List**

The Farm maintains a list of Partners that we invoke in grant applications, and a variety of printed and digital marketing materials. Our Tier I and II Partners are included in this heavily circulated list.

### **Festival Tickets**

Rio Grande Community Farm hosts iconic local events that welcome 17,000 attendees annually. Employees of the partnering organization will receive access to selected events at different levels depending on the sponsorship package, ranging from our early-bird discount, to free ticket bundles to Lavender In The Village or Maize Maze Fall Festival.

# **Small Business and Corporate Partners**

## **About Outdoor Activities: Benefits to Employees**

According to science, spending time in nature offers benefits such as increased activity which burns calories and improves sleep, increases exposure to sunlight producing hormone (vitamin) D, boosts creativity, improves focus, increases self-esteem, reduces anxiety, anger, and stress, increases serotonin, and raises energy levels. Breathing in compounds from working in the earth (phytoncides) has been determined to improve immune function. \*See list of health claim sources at the bottom of this document.

## **Small Business Volunteer Day**

For Small Business Partners, the Farm will host a Volunteer Day for their employees. Volunteering is a great team building exercise. It brings desk employees outside, connects them to their community, and gives them a sense of accomplishment as they give back. Volunteering can initiate a long-term relationship between the employee and the Farm. Employees can diversify their skills and interests, adding to a more well rounded lifestyle and greater personal satisfaction.

## **Corporate Partner Workshops**

For Tier I and II Corporate Partners, the Farm will host a Workshop developed especially for their employees. A Workshop is a great team building exercise for our sponsoring organization. It brings desk employees outside, connects them to their community, and gives them a sense of accomplishment. Participating in a Workshop can initiate a long-term relationship between the employee and the Farm. Employees can diversify their skills and interests, adding to a more well rounded lifestyle and greater personal satisfaction.

## **Corporate Partner Hayride Tour**

Employees of the Tier II partnering organization will embark on a fun-filled information-packed tour of the Farm from atop a hay trailer pulled by one of our tractors. Stops include our Community Garden, pollinator garden, greenhouse, composting facility, alfalfa fields, and wild bird cropping areas.

# Event Partners

## Event Booth

Our Tier I and II Event Partners receive a free booth at their chosen annual event, Lavender In The Village or our Maize Maze Fall Festival, which includes a 10 x 10 pop up tent, 6ft folding table, chairs, and table linens. They will appear in our list of partnering organizations, and in any photos, videos, and news coverage taken of the event.

## Stage Banner Logo & Shout Out

Our Tier II Event Partners will enjoy logo placement on the event banner that crosses the main stage of their chosen annual event and live recognition of their partnership status and thanks from the stage during our Lavender In The Village or Maize Maze Fall Festival.

## \* Health Claim Sources

AARP: "Walk Your Way to a Better Life."

American Academy of Ophthalmology: "Natural Light May Benefit Seniors' Biorhythms, Sleep and Health," "The Sun, UV Radiation and Your Eyes."

American Council on Exercise: "6 Benefits of Exercising Outdoors," "Get Out! 5 Benefits of Outdoor Exercise."

American Forests: "Shirin-Yoku: Why Forest Bathing Became a Global Health Phenomenon."

CDC: "Skin Cancer: Sun Safety."

*Environmental Health Perspectives*: "Benefits of Sunlight: A Bright Spot for Human Health."

*Environmental Science & Technology*: "Green exercise may be good for your head."

*Frontiers in Psychology*: "How might contact with nature promote human health? Promising mechanisms and a possible central pathway."

Georgetown University Medical Center: "Sunlight Offers Surprise Benefit – It Energizes Infection Fighting T Cells."

Harvard Health Publishing: "A prescription for better health: go alfresco."

*International Journal of Environmental Research and Public Health*: “What are the Benefits of Interacting with Nature?”

Medscape: “Filtered Sunlight Effective Against Jaundice in Neonates.”

National Institute of Diabetes and Digestive and Kidney Diseases: “Walking: A Step in the Right Direction.”

National Sleep Foundation: “Circadian Rhythm and Your Body Clock.”

*Psychological Science*: “The Cognitive Benefits of Interacting With Nature.”

Northwestern University: “Morning Rays Keep Off the Pounds.”

*PlosOne*: “Timing and Intensity of Light Correlate with Body Weight in Adults,” “Creativity in the Wild: Improving Creative Reasoning through Immersion in Natural Settings.”

Skin Cancer Foundation: “Sunscreen.”

Shinrinyoku.org: “Shinrin Yoku.”

Stanford Medicine: “Connectedness & Health: The Science of Social Connection.”

University of Minnesota: “How Does Nature Impact Our Wellbeing?”

World Health Organization: “The known health effects of UV.”