Corporate Sponsor Packages

WEBSITE:
www.seedprograms.org

TAX ID:
Tax ID: 56-2092576

CFC NUMBER:
CFC#: 12423

CONTACT:
PO Box 9163,
Asheville, NC 28815
828-337-8632
ceo@seedprograms.org
About Us

Seed Programs International (SPI) is a 501(c)3 non-profit organization that was founded in 1998 by John Batcha of Asgrow Seeds. Noticing that large quantities of quality seed is discarded each year in the seed industry, John founded SPI to repurpose that seed to support subsistence farming families struggling with food insecurity. He knew access to quality seed of well-adapted varieties would enable families to improve their nutrition and income, and facilitate their path out of poverty.

SPI continues to support access to seed and has utilized our 24 years of organizational experience to evolve our approach. SPI enables international and domestic organizations to access quality, environmentally-appropriate seed, agricultural training, and resources to improve food security and household income through vegetable production. We strengthen local seed supply chains and support local leaders as they create sustainable and resiliant food systems in their communities.

Since 1998, our work has powered over 1.8 million gardens with over 400 community-based partners by distributing over 15 million seed packets in over 90 countries.

Please consider joining our team as a corporate sponsor.
Set Your Business Apart

Now more than ever the global marketplace is favoring businesses with a triple bottom line: profit, people, and planet. Employees, investors, and customers are trending towards businesses that not only offer a competitive product or service, but also have a holistic lens on social and environmental impact. As a non-profit that works across environmental and social initiatives, SPI can enhance your business strategy to engage customers, employees, and your overall market through a Corporate Social Responsibility (CSR) partnership.

SPI is a well-positioned partner to help you achieve your CSR goals while strengthening employee and customer engagement. **There are three main ways to become a Corporate Sponsor:** sponsor a project as a charitable grant, contribute a portion of sales revenue to sponsor SPI programs, or become a general sponsor of SPI programs. We can work with you to create a sponsor package that meets your specific needs.

Partnering with SPI can help your business address several social and environmental sustainability goals. **Our work focuses on poverty and hunger reduction, gender equality, climate resilience, and crisis recovery.** Join us, and let’s grow our impact together.
Employee Engagement

Great work cultures are about more than just work. Partnering with SPI will enhance staff recruitment, retention, and overall engagement/reward.

- Enhance staff participation and interest in corporate initiatives.
  - Utilize a tailored digital space or personalized communications that engage employees with how their support through your business is making a difference.
  - SPI can provide programs your company can sponsor, and staff can vote on which programs to fund on alignment with their interests.
  - Your company can appoint a corporate ambassador that will communicate directly with SPI, receive updates, and share the information with employees.

- Create service opportunities for individual staff based on their skills and interests.
  - Offer specific service opportunities with our projects that match the skillsets and interests of your staff.
  - Participate in seed packing service events to engage with our international and domestic programs and package seed for a project.
  - Other ideas? Let us know and we will work with you to create a service opportunity or corporate garden that meets your business's needs.
Customer Engagement

Customers judge value beyond just your products. Whether it is participating in United Nations Sustainable Development Goals (SDGs) or using Environmental, Social, Governance (ESG) criteria to evaluate your success, collaboration with SPI enables you to tell your story of social responsibility that extends beyond your core business.

Our programs generate compelling visual narratives to show the impact being generated. Sharing these stories and impact information will strengthen customer engagement and make them contributors to positive global change.

Our Bronze to Diamond sponsor levels have sponsorship badges you can use as part of your brand when engaging customers.

We can work with you to create events where a portion of revenue is contributed to SPI so that customers are more directly engaged and informed about how their purchases make a difference.
Sponsor a Project

One way to become a corporate sponsor for SPI is to sponsor a project as a charitable grant. SPI partners with organizations around the globe to implement agricultural programs. We will work with your company to identify a project that fits your company's goals and initiatives. SPI chooses trusted partners for corporate sponsorships and works closely with our partners to ensure accountability. We have programs to support women empowerment, school gardens, crisis relief, refugees, internally displaced people, food preservation, and equitable livelihoods.

Project Sponsorship starts at $10,000 and increases based on program extent and timeline. Your overall financial contribution will determine your sponsorship level as outlined on the Sponsorship Levels page. Some projects include establishing infrastructure (water, erosion barriers, greenhouses, etc.) and some projects can extend through multiple growing seasons. These projects include seed, trainings, and supplies.

If your company sponsors a project, then you will receive:
- Recognition by having your company logo displayed on our Corporate Sponsors webpage.
- Two or more updates about the project that you can share with your team or post to social media.
- A final report detailing what your donation funded and the outcome for their harvest.
Revenue Donations

Another way to become a corporate sponsor is to donate a portion of certain sales or revenue streams toward funding SPI projects throughout the year. For instance, a small business donates 50 cents of each purchase from their store or a seed company donates 5% of all yearly sales of a specific variety of seed.

Contributing on the basis of sales enables customer engagement regarding the amount of their purchase that goes toward strengthening farming communities and agricultural development. The donation is also be used as a promotional tool to indicate that customers can feel positive about buying your company's products since each purchase supports your CSR goals.

The portion or percentage donated can be determined by the company and donations can be made quarterly. The projected yearly total will determine the sponsorship level outlined on the Sponsorship Levels page and will determine the recognition and reporting that will be provided.
A final way to become a corporate sponsor for SPI is to become a general sponsor of SPI programs. These levels apply to the year's total financial contribution and also include the previous two corporate sponsor options. Financial contributions can be made monthly, quarterly, or as a lump sum. Each sponsorship level has a sponsorship badge, in addition to the following:

**DIAMOND | $50K+**

Everything in Platinum, plus
- A virtual presentation about the sponsored project.
- A digital video that highlights the program and the corporate sponsorship.

**PLATINUM | $25K - $50K**

Everything in Gold, plus
- A tailored digital space on the SPI website to document the sponsored project's impact and progress.

**GOLD | $10K - $25K**

Everything in Bronze, plus
- Two project updates that you can personalize and share with your employees or post to social media.
- Close communication between SPI and a company appointed corporate ambassador.

**SILVER | $5K - $10K**

Everything in Bronze, plus
- One project update that you can personalize and share with your employees or post to social media.

**BRONZE | $1K - $5K**

- Recognition by having your company logo displayed on our Corporate Sponsors webpage.
- An annual report highlighting projects SPI supported throughout the year.
Each sponsorship level comes with a sponsorship badge you can use to enhance your digital spaces, corporate promotional materials, and CSR goal reporting. If your company is a recurring donor, then your badge will also note the number of years you have supported SPI to celebrate our ongoing partnership and our shared goals.

Please do not hesitate to reach out and ask about our sponsorship packages. We are happy to provide additional detail and answer any of your questions. We are also open to suggestions on how we can improve our sponsorship program. We look forward to talking with you and working together to improve food security around the world.