OCTOBER 24, 2014

BIG APPLE CRUNCH

Kick-Off at Union Square Greenmarket

The Bite Heard Round the World!
Sponsorship Opportunities

An NYC celebration of Food Day
As part of Food Day, the Big Apple Crunch is a way to celebrate food and get New Yorkers thinking about healthy, seasonal eating.

“GrowNYC and the Big Apple Crunch remind all of us the importance of eating healthy,” said NYC Department of Education Chancellor Dennis M. Walcott in 2012. “In NYC public schools, we purchase roughly 15 million apples a year as part of our long-standing commitment to offer more nutritious choices for breakfast and lunch.”

Here in the Big Apple New Yorkers will join GrowNYC and the City of New York in an attempt to set the record for the “most participants in an apple-crunching event.” RecordSetter.com, a NYC-based organization tracking new world records, will chart NYC’s progress towards setting the record of 1,000,000 crunches!

Sponsor and be part of this fun, educational, healthy event with a city-wide presence. We expect hundreds of crunches around the five boroughs with our main event at the Union Square Greenmarket.

Big Apple Crunch is presented by GrowNYC, NYC Office of Food Policy and Food Day.

Inhabitat says:
“Bite by bite, you can participate in setting the record for the ‘most participants in an apple-crunching event’ for healthier eating! The crunch is part of a campaign to get New Yorkers to think about healthier, seasonal eating, and what better way than to gobble down our own namesake? New York is also the largest apple producing state in the United States—all the more reason to get to a Greenmarket and chow down.”

www.bigapplecrunch.org
How It Works
While the Big Apple Crunch (www.bigapplecrunch.org) officially kicks off at GrowNYC’s Union Square Greenmarket at noon, crunches will continue throughout the day at locations all across the City. Any interested organization can register and host their own crunch, afterschool programs, senior centers, stores, workplaces and more—for an expected 1,000,000 crunches!

Why Apples?
Apples are a healthy and seasonal food that grow abundantly in New York State: in fact, New York is the second largest apple-producing state in the U.S., averaging 29.5 million bushels annually that include 19 of the most popular varieties. The Big Apple Crunch promotes healthy eating while celebrating this delicious fruit.

Our Goal
We will work with Record Keepers to chart our progress as a City to ONE MILLION CRUNCHES in the Big Apple! Last year we surpassed 1,000,000. Let’s show the world we’re truly the Big Apple and that we care about healthy food.

Last Year’s Partners

www.bigapplecrunch.org
## Sponsorship levels

### $20,000 Prime Sponsor
- Prime Union Square location
- Prominent verbal acknowledgment at event during kick-off
- Prominent placement on event banner
- Opportunity to set-up a branded table at the main event
- Promotion as Prime Sponsor on all event-related materials, including: ads, press releases, email blasts (email list of 30K+)
- Promotion at manager stands in several Greenmarkets in all five boroughs (reaching an estimated 250,000+/week)
- Link on Big Apple Crunch website
- Year round recognition as a donor

### $10,000 Supporting Sponsor
- Prominent verbal acknowledgement at event during kick-off
- Signage at event
- Placement on event banner
- Year round recognition as a donor
- Promotion and signage on all event-related materials, including: ads, press releases, electronic communication (email list of 30K+)
- Link on Big Apple Crunch website

### $5,000 Community Sponsor
- Signage at event
- Placement on event banner
- Year round recognition as a donor
- Promotion and signage on all event-related materials, including: ads, press releases, electronic communication
- Link on Big Apple Crunch website

### Media Sponsor
Requires a commitment of advertising for the month leading up to Big Apple Crunch.

**Benefits include:**
- Year-round recognition as a donor
- Prominent verbal acknowledgment at event during kick-off
- Inclusion on event promotional materials and communications
To secure your sponsorship, please complete this form by August 30, 2014 and mail with check in the appropriate amount payable to:

GrowNYC
Attn: Amanda Gentile
51 Chambers Street, Room 228
New York, NY 10007

For more information please contact Sara Seber
at 415.328.6689 or sseber@grownyc.org

___ $20,000 Prime Sponsor                        ___ $10,000 Supporting Sponsor
___ $5,000 Community Sponsor                ___ Media Sponsor

GrowNYC must receive sponsor’s logo by **August 30, 2014** for inclusion on signage.

Name: _______________________________________________________________
Affiliation/Organization: _____________________________________________
Address: _____________________________________________________________
City: ____________________________ State:  ______Zip:  ___________________
Email:  _______________________________________________________________
Phone:  ______________________________________________________________

Please enter information as you wish it to appear in event materials:
_____________________________________________________________________
_____________________________________________________________________

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