



**ALEX SMITH**

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**MANY THANKS!**  
By sponsoring the Food to Bank On project, Aslan Brewing Co. helps grow new farms and feed the hungry in Whatcom and Skagit counties.

Sustainable Connections

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Aslan Brewing Company is a sustainable microbrewery and restaurant in Bellingham, Washington, exclusively brewing USDA Certified Organic beer for the Pacific Northwest. As a Certified B Corporation, Aslan is committed to pushing the boundaries of craft beer while preserving the triple bottom line: People, Planet, Profit.

POINT OF SALE CARD EXAMPLE

Audience: New farmers and the general public

Sustainable Connections is growing this program in 2020 with the addition of Cloud Mountain Farm Center's educational programs.

As the average farmer is 57 years old, we offer support for new farmers at every step of the journey:

- Internship program – A vocational learning program training prospective farmers
- Incubator program – Supporting new farms with land, shared infrastructure, and expertise
- Food To Bank On – Business training and practice growing for wholesale customers by growing for local food banks

## NEW FARMER TRAINING (RETAIL)

## UNDERWRITER

## LEAD

## SUPPORTING

POINT OF SALE CARDS 3X5 cards posted by your product at partner retail stores all year long

✓ CARDS POSTED IN 2 COMMUNITY FOOD CO-OPS

✓ CARDS POSTED IN 2 COMMUNITY FOOD CO-OPS

✓ CARDS POSTED IN 1 COMMUNITY FOOD CO-OP

WEBSITE Sustainable Connections Food To Bank On page and Cloud Mountain Farm Center page

✓ PROMINENT LOGO

✓ MEDIUM LOGO

✓ SMALL LOGO

SOCIAL MEDIA Promotion on Eat Local First Facebook page and Cloud Mountain Farm Center Page

✓ 2 POSTS

✓ 1 POSTS

EMAIL PROMOTION Eat Local First: 3000+ recipients  
Cloud Mountain: 3200+ recipients

✓ PROMINENT LOGO ON FEATURED POST

✓ MEDIUM LOGO ON FEATURED POST

✓ SMALL LOGO ON FEATURED POST

END CAP DISPLAY Your products displayed on an end-cap with custom signage

✓ 10 DAYS IN ONE COMMUNITY FOOD CO-OP STORE



**\$1,500**

**\$1,000**

**\$700**

Additional sponsorship opportunities exist for the Food & Farming Program, Farm Tour & Eat Local Month, Cloud Mountain Fall Fruit Festival, and for the Farm-to-Table Trade Meeting.