

EAT LOCAL & ORGANIC EXPO

HOSTED BY  **the Food Circle**

**APRIL 4TH 2026
IN LENEXA, KS**

SPONSORSHIP OPPORTUNITIES

Ready to make this year's event a success?

Please contact Claire Sinovic at

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ABOUT THE EXPO

First held in 1988, and hosted today by The Food Circle, the Eat Local & Organic Expo is our region's official kickoff to farmers market season. Each spring, it brings together over 1,500 shoppers and 30+ local farmers and business members of the KC Food Circle. The event helps local farm and food businesses expand their customer base and gives them a valuable financial boost heading into the growing season. Designed to spark meaningful relationships, increase access to fresh, local food, and celebrate the people who nourish our region, the Expo has become a beloved annual tradition.

By sponsoring the Expo, you're investing in a more resilient local food system. One where farmers are deeply valued, consumers are empowered, and local dollars stay local. Your partnership fuels an event that strengthens our community from soil to supper.

ABOUT THE FOOD CIRCLE

The Food Circle is a nonprofit working to strengthen our local food community by connecting farmers to eaters. We focus on increasing demand for locally grown food, uplifting small and beginning farmers, and creating pathways for institutions and consumers to buy local. Our work ensures that more food dollars stay in our regional economy and that farmers have the tools, visibility and support they need to succeed.

ABOUT KC FOOD CIRCLE

KC Food Circle is the flagship program of The Food Circle and one of the region's longest-standing efforts to grow connections between local farmers and the community. Members consist of local farmers and other food businesses who operate within 120-mile radius of Kansas City. Farmers pledge to use sustainable, ecological and organic growing practices, while businesses are sourcing ingredients directly from local farms on a consistent basis.



WHY SPONSOR THE EXPO

Your sponsorship makes the Eat Local & Organic Expo possible. With your support, we can keep vendor booth fees affordable, help beginning and first-time producers become market-ready and ensure the event remains free and accessible to the entire community.

As a sponsor, you'll connect with more than 1,500 engaged, values-driven attendees and directly support 30+ farmers who rely on direct-to-consumer markets to grow their businesses. Your brand will be aligned with sustainability, healthy living and community resilience, reaching families, home cooks, chefs, gardeners and food lovers across urban, suburban and rural communities.

Together, we strengthen demand for local food, keep local dollars circulating close to home and celebrate the people and partnerships that nourish our region.

EXPO AUDIENCE SNAPSHOT

- Over 1,500 attendees annually
- 30+ vendors
- Local food lovers, families, home cooks, gardeners, advocates
- Health and sustainability-focused consumers
- Chefs and local food business owners
- Farmers market shoppers and Community Supported Agriculture members
- Kansas + Missouri residents dedicated to supporting local agriculture

Contact us today to discuss sponsorship opportunities and explore how we can work together to make the 2026 Expo a success!



SPONSORSHIP LEVELS

PRESENTING SPONSOR \$5,000

As a **Presenting Sponsor** you're making a true investment in local food, farmers and our local economy. Your gift amplifies the reach and impact of The Food Circle, uplifting farmers and helping thousands to connect with fresh, local food.

Your gift supports:

- Backbone logistics that make the Expo possible
- Marketing and outreach to bring more people to the Expo
- Community engagement takeaways that keep eaters prioritizing local food and farms beyond the Expo
- Vendor spotlights that elevate visibility for local food and farm businesses

What you get:

- Logo or name listed on website + Expo program
- Recognition in event impact report
- Social media highlight during Expo Campaign
- Complimentary educational vendor booth (10x10)
- Recognized as Presenting Sponsor at the Expo
- Your Organization/Business spotlighted in Local Food Newsletter (audience of 1,200)
- Business or Organization mentioned as presenting sponsor in any earned media secured for Expo
 - Past examples of Eat Local & Organic Expo earned media: 90.9 the Bridge, KC Gardener, Fox 4 News.
- Logo placement on Expo Billboard (**must have sponsorship commitment no later than March 6**)



MARKET SPONSOR \$2,500



Market Sponsors help us keep booth fees reasonable for farmers and local businesses. Your gift helps us support beginning or first-time farmers as they get market-ready and empowers all farmers to grow their customer base and strengthen their farm businesses. The more vendors we can lift up, the more local food dollars stay circulating in our local economy.

What you get:

- Logo or Name listed on website + Expo program
- Recognition in event impact report
- Social media highlight during Expo Campaign
- Complimentary educational vendor booth (10x10)
- Featured as Market Sponsor at the Expo
- Mention in Local Food Newsletter (audience of 1,200)



SPONSORSHIP LEVELS

HARVEST SPONSOR \$1,000



Harvest Sponsors bring the Expo to life, fueling major event programming, elevating attendee engagement, and helping us create a vibrant, plentiful celebration of local food.

What you get:

- Logo or Name listed on website + Expo program
- Recognition in event impact report
- Social media highlight during Expo Campaign
- Complimentary educational vendor booth (10x10)
- Featured as Harvest Sponsor at the Expo

SPROUT SPONSOR \$500



Sprout Sponsors help our event grow! Sprout Sponsors power volunteer coordination, training, and the materials that keep everything running smoothly from start to finish.

What you get:

- Logo or Name listed on website + Expo program
- Recognition in event impact report
- Social media highlight during Expo Campaign
- Complimentary educational vendor booth (10x10)

FRIEND OF THE FOOD CIRCLE \$100+



A little goes a long way! This option is for individual donors, eaters who want to support local food and farms. As a **Friend of The Food Circle**, you help us to “plant the seeds” for a welcoming community space. Your donation helps us bring more local vendors to the Expo and more local food to eaters like you for this event and beyond!

What you get:

- Name listed on website + Expo program
- Recognition in event impact report