



*"Food can be a vehicle for social change. It brings people together in a way that very few other activities can."*  
~ Anim Steel

**Rootstock, a field to table celebration of gorgeous Alberta food and drink and world-class music, takes place August 26, 2017 at Flint Rock Ranch, north of Pincher Creek.**

**Prepare to have your senses dazzled by Chef David Cousineau of the Bison Restaurant and Terrace in Banff and musical performances by Wintersleep, JP Hoe, Folk Road Show and Pretty Faces, while supporting Food Water Wellness Foundation to develop tools for environmental restoration through healthy food production.**

August marks Rootstock's third year - coming off the heels of a successful 2016 event with over \$36,000 raised and more than 375 people in attendance, which enabled Food Water Wellness Foundation to begin building [freshlygrown.ca](http://freshlygrown.ca) and work toward developing an intelligent direct from farmers food ordering system. More info on last year's event can be found [here](#).

As we continue with the momentum from our first two years into Rootstock 2017, we are thrilled to offer you a position as sponsor for this year's celebration. Proceeds from this unique fundraiser will further the work of Food Water Wellness in advancing the practice of agriculture that creates a healthy ecosystem and healthy soil. Food Water Wellness Foundation is creating an artificial intelligence tool to help farmers and researchers understand how soil can be used to potentially reverse climate change, increase biodiversity, mitigate drought and flood and produce healthy food.

#### **Do you share our passion for healthy food and a healthy environment?**

**CONNECT:** Farmers, foodies and families are the foundation of our Rootstock community. This is your opportunity to connect with people that are either growing food or those that are very interested in knowing more about where their food comes from, as well as celebrating all that Alberta has to offer. We encourage you to engage your friends, colleagues, associates to join you at the event.

**INVEST:** We are a creative bunch and very willing to work with you to construct a customized sponsorship package that excites you. We also welcome your "beyond-monetary" ideas to support Rootstock.

- Sponsorships range from \$500 - \$10,000
- All sponsors receive a package of valuable benefits, including tickets and recognition

**SUPPORT:** If you are interested in attending Rootstock and supporting regenerative agriculture - while building meaningful connections for your organization amongst our diverse community, we would love to talk with you!

**To learn more about Rootstock sponsorship opportunities, please contact our sponsorship lead, Catherine Harder, by [email](#) or at 403-852-6082. We look forward to working with you to develop the opportunity that's right for you!**

Sincerely,  
Kimberly Cornish  
Director, Food Water Wellness Foundation



rootstock

Sponsor Level	2 \$10,000	4 \$5,000	5 \$3000	6 \$1500	7 \$1000	8 Non-profit \$1000	8 \$500
<b>Premium Benefits</b>							
Reserved seats in preferred location for dinner	✓						
Promotional insert in program	✓						
Customized Tent in the Farmers Market	✓	✓	✓				
Table in the Farmers Market	✓	✓	✓	✓	✓	✓	
Rootstock Tickets \$165 Value	12	6	4	2	1	2	
<b>Entertainment Sponsor</b> Presentation rights and two minute introduction to one of the following:							
Wintersleep Performance	✓						
JP Hoe Performance		✓					
<b>Recognition Benefits</b>							
Logo in gilded frame	✓	✓	✓	✓			
Logo in Slide Show	✓	✓	✓	✓	✓	✓	
Logo in Program	✓	✓	✓	✓			
Website Recognition – FWWF	✓	✓	✓	✓	✓	✓	✓
Recognition in Program	✓	✓	✓	✓	✓	✓	✓



## rootstock

The Details...

**Exceptional food and drink:** showcase of local farmers and their contribution to growing healthy food and environmental stewardship. Local. Ripe. Creative. Delicious. Prepared by renowned Chef David Cousineau of the Bison Restaurant and deserts topped by Anne Sellmer's international award winning Cochu Chocolate. For your sipping pleasure we will have signature cocktails from Fallentimber Meadery and Eau Claire Distillery as well as a selection of mead, wine and craft beer. We promise to delight your tastebuds.

**Outstanding entertainment:** Be moved to move all night long! Wintersleep will headline the show fresh off this year's Juno nomination in the same category as Gord Downie and Leonard Cohen. JP Hoe, hailed by CBC Radio 2 host Tom Power as "The next Gordon Lightfoot", will warm up the stage. And back by popular demand, the Folk Road Show will get everyone moving as they open the show.

**A unique and beautiful setting:** Breathtaking vistas as the prairies meet the Waterton Mountains will dazzle your senses and reinforce the intricate dynamics of ecological community. Dinner will be served in a tent in the midst of native pastures furnished with a country-chic mix of barn board, mason jars, fresh flowers and candles.

**Community Building in support of an important cause:** Food Water Wellness Foundation (FWWF)

Through the farmers market and the long table family-style dinner, we seek to build connections and community amongst this diverse crowd of farmers, foodies and families all united by their passion for healthy food and a healthy environment.

FWWF is part of building a truly viable local food system that produces sustainable livelihoods, nutrient rich food security and environmental regeneration. Our aspiration is to shift the way we produce food and advance the use of regenerative agricultural practices. We want to make regenerative farming a profitable, logical choice for our food growers and provide them with the information, connection and community to make this possible.

To realize this vision FWWF has embarked on building an on-line ecological/regenerative agriculture portal. It is being built on a cutting edge supercomputer platform that will allow for personalized engagement to an evolving body of agricultural learning with 24-hour access. By creating more efficient direct marketing mechanisms, alternative land access plans and alternate income streams, this initiative will open up mechanisms for profitable regenerative agriculture, food security and thriving local economies.

**Funds raised through Rootstock contribute directly to the development of this portal, and ultimately to building a viable, healthy, local food system.**

Please see our videos:

2015 <https://www.youtube.com/watch?v=tD6toWdRjW0>

2016 <https://www.youtube.com/watch?v=17e1PvKYRMg>