

Nourish Colorado  
**CORPORATE SPONSORSHIPS**  
Double Up Food Bucks

# Double Up Food Bucks

Double Up is an innovative food incentive program designed to help low-income families access fresh fruits and veggies for free while supporting local farmers and economies.

Double Up Food Bucks doubles the value of federal nutrition benefits (SNAP, formerly food stamps) spent at participating markets and food retail stores. For every SNAP dollar spent, the shopper receives \$1 to spend on local produce, up to \$20/visit.

## PROGRAM GOALS

- Direct federal SNAP dollars into regional food systems
- Document the need and demand for increased SNAP benefits
- Ensure families have access to fresh fruits and vegetables so they don't have to choose between healthy and hungry
- Support the vitality of small and medium size farms by expanding their consumer base
- Support the viability of local farmers markets and grocers



# Double Up Sponsorship Opportunities



***Farmers Market Sponsorship: \$25,000***

Covers 100% of Double Up at a large farmers market or local retailer for a year

***Farm Stand Sponsorship: \$10,000***

Supports 50 SNAP families in shopping for produce at their local farm stand for the year

***Produce Box Sponsorship: \$5,000***

Provides 130 produce boxes for SNAP families for the year

***Sprout Sponsorship: \$2,500***

Helps start a farmers market's or local retailer's first Double Up season

|| FOR MORE INFORMATION VISIT

[DoubleUpColorado.org](https://DoubleUpColorado.org)



# Double Up Sponsorship Benefits

SPONSOR BENEFITS	FARMERS MARKET	FARM STAND	PRODUCE BOX	SPROUT
Sponsor name and logo recognition on marketing posted at participating farmers markets and retailers	✓	✓	✓	
Sponsor name and logo recognition on marketing collateral distributed to individuals at participating farmers markets and local retailers	✓	✓		
Sponsor name and logo recognition on the Double Up Colorado website	✓	✓	✓	✓
Social media posts to Nourish Colorado's and Double Up Colorado's Facebook pages (66K likes), Twitter feeds (6K followers), and Instagram pages (1K followers)	3 posts per channel	2 posts per channel	1 post per channel	
Recognition in an email blast to Nourish Colorado and Double Up contacts (25K emails)	✓	✓	✓	✓
Opportunity to provide Double Up farmers market shoppers with company promotional item	✓	✓		
Special Tour of a participating Double Up Farm or Farmers Market near you for up to five (5) guests	✓			

The benefits and amounts listed above are a starting point. We are open to consideration of other opportunities that might benefit your organization to meet the individual needs of our partners.







Transforming Food Systems

## || GET IN TOUCH

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[NourishColorado.org/Sponsorships](https://NourishColorado.org/Sponsorships)

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