

APRIL 5<sup>TH</sup>  
10am-4pm

# GRAND OPENING



STARTING SMALL



Dear Community Partners,

We are excited to announce the **Grand Opening** of the new *Finca Tres Robles*, the flagship farm of Small Places. We are an urban organic farm dedicated to sustainability, community engagement, and health in the heart of Houston. To make this event a success, we invite you to explore our exclusive naming opportunities. Your support will leave a lasting legacy, helping to shape a healthier, greener community.

We would be thrilled to have your support as we launch *Finca Tres Robles* and embark on this exciting journey. Together, we can cultivate a thriving community as we renew the bond between people, place and food.

For more information or to secure a naming opportunity, please contact our development manager, Cristy Contreras, at [ccontreras@smallplaces.org](mailto:ccontreras@smallplaces.org) by **March 17, 2025**.

Thank you for considering this opportunity to partner with us!

Warm regards,  
Tommy

## Why Sponsor Us?



### VISIBILITY

Reach a diverse audience of local residents, families, and health-conscious consumers. Your brand will be highlighted in all our promotional efforts leading up to and during the event.

15,000 visitors/yr

5,900+	4,100+	2,050+



### MAKING IMPACT

Support our mission to provide fresh, organic produce and educational programs that promote healthy eating and sustainable practices in the community.

30,000+ lbs grown/year

250,000+ lbs distributed/yr

500+ households/year



### NETWORKING

Connect with other local businesses and community leaders who share a commitment to sustainability and healthy living.

The Grand Opening event will bring together leaders at the county, state, and local levels and other like-minded organizations investing in Houston and the East End.

## Naming Sponsor Benefits Summary



- ✓ Naming Rights on Sponsored item for three (3) years
- ✓ Sign/Plaque (Temporary sign for Grand Opening if finalized before March, 17th)
- ✓ Grand Opening - personal Ribbon Cutting photo opportunity
- ✓ Marketing & Recognition:
  - ✓ Grand Opening inclusion on Digital & Print\* Materials
  - ✓ Dedicated Social Media Post
  - ✓ Listed on Website

\*Commitment needed by March 5th to be included in print



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## Naming Sponsor Opportunities

✓ \$150,000

**Sponsor Sold**

**Event Pavilion**

The farm is more than a place to grow food. It is a place to commune together and break bread. This pavilion allows gatherings, arts, celebrations and education to take place on our farm for thousands of more individuals.

✓ \$125,000

**Sponsor Sold**

**Education Center**

A comfortable indoor space with the kitchen tools and tables to create an ideal experience for learning how to cook, bake, ferment, and garden right here on the farm. With an anticipated 3,000 students and attendees annually for our educational programs, this will be well used.

✓ \$75,000

**Arbor & Picnic Area**

Our largest feature yet to be built will be a project for this Fall and receive its own unveiling. We are looking for a naming sponsor to help us get it built this year. This space outside the store, adjacent to our brand new 3 Oak Trees, will be a welcoming area to spend time and enjoy the farm.

✓ \$50,000

**Post Harvest Shed**

This will be our farmer hub where they meet and wash and package our vegetables. Adjacent to and visible from the store, our shoppers will be able to see our farmers hard at work prepping veggies for them.

✓ \$25,000

**Sponsor Sold**

Keating Family Foundation

**Three Oak Trees**

These trees are the namesake of our farm (Finca Tres Robles means 3 Oaks Farm) and an icon of our community. Your contribution guarantees forty (40) more years of "robles" on our farm.

✓ \$25,000

**Van Custom Art**

We deliver to families in our neighborhood to make our produce easily accessible and simplify their lives. Support a custom design for our farm van and gain visibility as we cruise through the East End.



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## Naming Sponsor Opportunities

\$20,000



### Greenhouse

Our greenhouse will start over 50,000 transplants every year for our farm and community. A unique feature of the farm that will stand out and your name will watch over our starts as they grow to sustain our community.

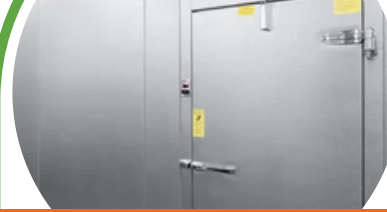
\$15,000



### Parking Lot

A vital part of our farm, ensuring accessibility and convenience for visitors, volunteers, and community members. Sponsoring the parking lot supports infrastructure improvements that make our farm welcoming to all.

\$10,000



### Walk-in-Cooler

Essential to our food operations, the walk-in-cooler will be a critical point and home as our produce leaves the fields and is washed to be prepared for sale. Get your name on the coolest things on the farm - literally!

\$10,000



### Barn & Tool Shed

Our Barn consists of a retrofitted shipping container and serves as the hub for all of our farm production tools and equipment. The hub and heart of the farming operations, it's located right by the entrance of the farm and will be highly visible to all visitors.

\$10,000



### Grass Lawn

The Grass Lawn in front of the Pavilion will be a flexible amenity for the farm and our community to utilize. From playing games and enjoying picnics, to hosting concerts and events, this green space will be central to many of the activities going on at the farm

\$5,000



### Conference Room

Space to meet and go about the business of our neighborhood will be essential as we begin to grow and our Conference Room will host numerous critical activities. With a door from the Pavilion, this will be a great way to host smaller groups and expand events.



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[smallplaces.org](http://smallplaces.org)



@fincatresrobles

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## Naming Sponsor Opportunities



### Farm Equipment

Production from our fields is the cornerstone of the organization and our mission. Efficient and meaningful production is no small task and your support will ensure we can train new farmers, produce fresh food for our community, and provide a green space for all to enjoy.

**\$5,000** 6

**Production Fields**

**\$5,000**

**BCS Tractor**

**\$2,500** 3

**Tractor Implements**

### Store Equipment

The Farm Store will be our busiest space and the most common way our community will interact with the farm. Help us serve our neighborhood and create a space to improve community health with the freshest, highest quality food Houston has to offer.

**\$10,000**

**Produce Refrigerator**

**\$6,000**

**Meat Freezer**

**\$5,000**

**Eggs & Dairy Refrigerator**

### Kitchen Equipment

We're looking for sponsors to help us acquire equipment for the Education Center which includes the tables, appliances, and utensils to facilitate our cooking classes and education programs. Support creating learning experiences in cooking, baking, fermentation, and more.

**\$4,500**

**Refrigerator**

**\$750**

**Stovetop Oven**

**\$500** 6

**Stainless Steel Tables**

# There are multiple of these items available for sponsorship



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