

Friends of Frying Pan Farm Park

SPONSOR PROSPECTUS

Do Good Things Sunday
April 19, 2015 at Stone's Cove KitBar



Friends of Frying Pan Farm Park
2709 West Ox Road Herndon, VA 20171
703-437-9101



Stone's Cove KitBar
2403 Centreville Road Herndon, VA 20171
703-434-3615


Who We Are to the Community

Frying Pan Farm Park


- Park was created in 1961
- Grew from 4.5 acres to the current 135 acres
- 430,000 annual visitors
- Free admission
- Preserves agricultural history and process with working farm operation
- Serves 12,000 school children with school field trips
- Last corn fields and milking cow in the county

Friends of Frying Pan Farm Park

- Petitioned FCPA in 1958 to purchase land for the park
- Lead grassroots community support for programs and park operations through the 1970's
- Board transitioned to advisory role on farming and agriculture as park staff was hired and trained
- Mission statement: "To promote and support Frying Pan Farm Park through our commitment, leadership and advocacy."


 **Kristin R.** I grew up next to frying pan and it has always seemed like an extension to my backyard. Now that I have a little one and moved within walking distance we have walked through at least once a week. Now at 2 she could probably give a tour and thinks the animals are hers. No wonder animal sounds were the first thing she grasped when starting to talk. So thankful to have the park so close.

November 6, 2014 at 10:07pm · Unlike · ↻ 1


 **Dorothy P.** Some of my earliest memories are of petting the goats at the farm and spring break camp activities. Playing hide and seek in the old stables. I love frying pan farm park and someday, when I have a family, I hope to bring them to the farm and give them the same sort of happy memories.

November 7, 2014 at 12:15am · Unlike · ↻ 1

 **Sara D.** Love the local horse shows. Frying Pan is a place people can get a glimpse of Fairfax County's agricultural heritage. And I love the animals.

 **Adam S.** A vitally important resource to Fairfax County and its citizens. History, farming, animal husbandry to go along with numerous events, the carousel, hayrides, a great store, and it's just a whole lot of fun to take your kids to the farm any day of the year. I live close and every time I go by I smile no matter my mood. Something's always growing or mooing. 😊


November 7, 2014 at 2:36am · Unlike · ↻ 1

 **Kerin H.** Our family LOVES frying pan farm. We have a two year old and just moved to the area last Spring. This year, we attended almost every activity, fair and event that the farm offered and it was terrific! We feel so fortunate to have our children grow up with such an amazing place so close to our house. We hope to continue going to the farm for many years to come 😊

November 7, 2014 at 6:27am · Unlike · ↻ 1

 **Elaine R.** All the above comments PLUS the concerts!

November 7, 2014 at 7:09am · Unlike · ↻ 1

 **Michelene Q.** We have used the park quiet a lot over the years. It is a great place for children and adult


November 7, 2014 at 8:08am · Unlike · ↻ 1

 **Jacki K.** I have enjoyed sharing this park and farm with my children, my Girl Scout troop, our dogs and all my nieces and nephews and now with their children 25 years later. Very blessed to have true nature and history within walking distance!!

November 7, 2014 at 8:54am · Unlike · ↻ 1

 **Jill F.** Safe happy haven, first for my children, later for my grandchildren. It's also where my husband and I go for nature walks. Something refreshing and renewing every time.

November 7, 2014 at 8:54am · Unlike · ↻ 1

 **Laura H.** We've been going to the farm since we moved to the area in 2008 and our daughter was just 18 months old. We all love it- the animals, trails, playground, special events, the general store....we go to the farm almost every week!

Support Do Good Things Sunday

Become a Mini Matcher

\$400-\$600

Pledge to match the dollar amount raised at Stone Cove's KitBar on event date. Estimated proceeds are between \$400-\$600. Your company logo and information are displayed as a custom 7.75" x 5.25" caddy sign or other signage throughout the restaurant. Signage is on display from receipt of donation through the event date.

Become a Table Sponsor

\$100

Show your support by sponsoring a table. Your company logo and information are displayed as a custom 7.75" x 5.25" caddy sign on one of the tables at Stone Cove's KitBar. Signage is on display from receipt of donation through the event date.

Eat Out at the KitBar Sun Apr 19th

Eat well and do good things on April 19th from 11am to 9pm. 10% of all sales at Stone's Cove KitBar on event date will be donated to the Friends of Frying Pan Farm Park's Farm Equipment Fundraising Campaign.



Farm Equipment Campaign

John Deere Farm Tractor needed for

- Plowing
- Planting
- Harvesting

Livestock Trailer needed for

- Transporting new livestock home from market
- Taking animals to educational and community outreach events

Event Goal: raise \$4,000 for the Farm Equipment Campaign

Marketing Plan & Sponsor Visibility

<p>Literature</p>	<p>Flyers on FPPF property</p> <ul style="list-style-type: none"> • 35,000 average visitors a month <p>Featured in 2 FPPF newsletters</p> <ul style="list-style-type: none"> • 7,000 contacts
<p>Social/ Online</p>	<p>Friends of Frying Pan Farm Park Facebook</p> <ul style="list-style-type: none"> • 5,500+ Fans <p>Friends of Frying Pan Farm Park Website</p> <p>Do Good Things Sunday Website</p>
<p>Outreach Events</p>	<p>Staffed booths at local parks/fairs</p> <ul style="list-style-type: none"> • Events within a 20 mile radius reaching hundreds of county residents
<p>Event Signage</p>	<p>Table signs at Stone's Cove Kitbar</p> <ul style="list-style-type: none"> • Serves award winning menu to over 1,500 diverse customers weekly



- Trip Advisor Certificate of Excellence 2014
- NOVA Magazine's Best Place for a First Date 2013
- Open Table's Top Eight NOVA Restaurants and 2015 Diners' Choice Award

Sunday April 19th
11am to 9pm

Stone's Cove KitBar
2403 Centreville Rd
Herndon, VA 20171

Eat Out

For Frying Pan Farm Park

You're Invited!

Join the Friends of Frying Pan Farm Park at Stone's Cove KitBar this spring to eat well and do good things for your favorite farm park.

10% of all sales at Stone's Cove KitBar on Sunday April 19th will be donated to the Friends of Frying Pan Farm Park's Farm Equipment Fundraising Campaign. The farmer needs a new tractor for plowing, planting and harvesting and a new trailer for transporting livestock home from market and taking animals to educational and community events.

Help buy a Tractor and Trailer for the Park!

www.stonescove.com—check out the delicious KitBar menu
www.fryingpanpark.org—find out more about the Friends of Frying Pan Farm Park

If ADA accommodations and/or alternative formats are needed, please call inclusion and ADA support at (703) 324-8563 at least 10 working days in advance of the deadline or event. TTY (703) 803-3354.

Yes! I Want to Support Frying Pan Farm Park

Please fill out this form and send to the park:

Frying Pan Farm Park 2709 West Ox Road Herndon, VA 20171
Fax: (703)437-9139 | Phone: (703)437-9101

Name (as you would like to be recognized)

Street

City/State/Zip

Phone

Email

Sponsorship Level (Please check one)

- Mini Matcher*
- Table Sponsor*
- I would like to make a direct donation to the Farm Equipment Campaign
- Other: _____

Payment

- Credit Card: please visit www.fryingpanpark.org/join/donate to give online, or fill out information below at mail/fax to park

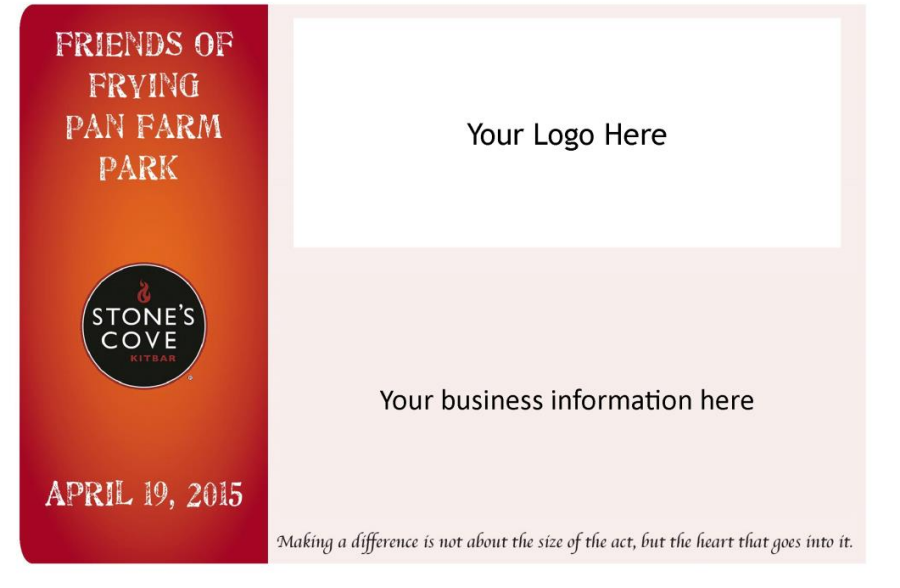
Card Number

Exp. Date

Signature

**You will be contacted about displaying your information on a table caddy sign*

Mini Matchers & Table Sponsor Caddy Sign:



- Check: please make checks payable to the Friends of Frying Pan Farm Park and mail to

Friends of Frying Pan Farm Park
2709 West Ox Road Herndon, VA 20171

Questions? Please email friends@fryingpanpark.org or contact Yvonne Johnson, Park Manager at (703)437-9101

The Friends of Frying Pan Farm Park is a 501(c)(3) charitable organization. Contributions are tax-deductible to the fullest extent of the law.