

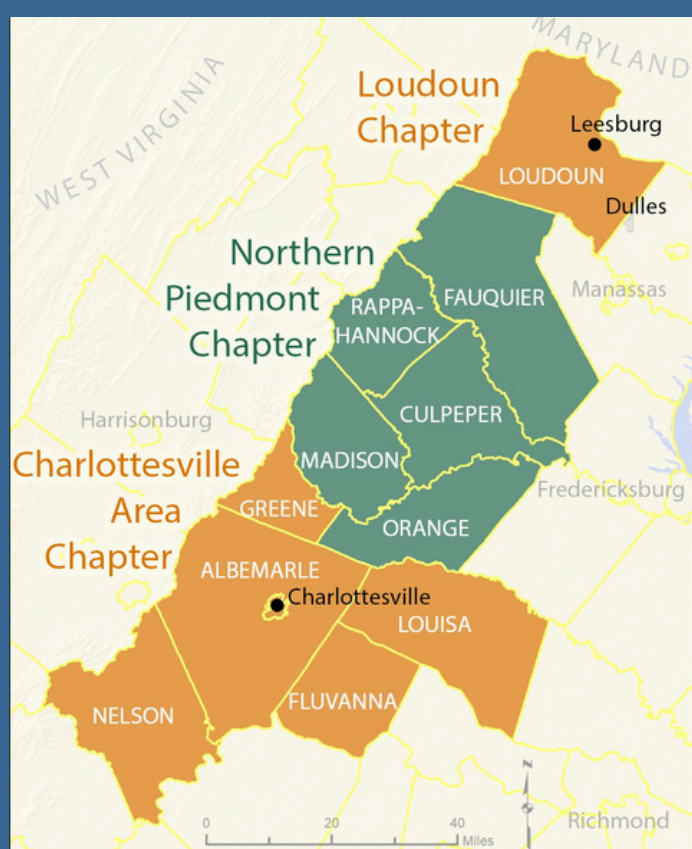


2025-2026 BUY FRESH BUY LOCAL GUIDE

# LOCAL FOOD SPONSOR

## STRENGTHENING OUR LOCAL FOOD SYSTEM

Join us in supporting the region's agricultural community! The Piedmont Environmental Council (PEC) believes that working with farmers and conserving farmland strengthens and sustains a critical resource: our local food system.



PEC coordinates three chapters of Buy Fresh Buy Local (BFBL): Loudoun, Northern Piedmont and Charlottesville Area.

Our biennial guides are mailed to **310,000** households — connecting residents with fresh, local food and promoting the rural economy.

**90%** of participating farms say their customers mention our *Buy Fresh Buy Local* guide.

## BECOME A SPONSOR TODAY!

Contact Lea Justice at [ljustice@pecva.org](mailto:ljustice@pecva.org) or (540) 347-2334 ext. 7027.



Now more than ever.  
Find your farmers!

In 2006, PEC established Virginia's first Buy Fresh Buy Local chapter to showcase and market the food produced by local farms and retailers.

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



Piedmont  
Environmental  
Council

# LOCAL FOOD SPONSOR LEVELS

COMMUNITY PARTNER  
\$2,500

- Medium (1/8 page) ad in the BFBL guide of your choice - Loudoun, Northern Piedmont, Charlottesville Area - and Small (business card) ad in the other two guides.
- Acknowledgement in PEC’s quarterly newsletter 2025 summer edition.
- Logo on sponsored BFBL Chapter webpage with link to your website.
- Listing in PEC Annual Report, mailed to PEC donors.
- Name inclusion in press release & email alert announcing new guides.
- Logo inclusion in the sponsorship page of all three BFBL guides.
- Highlighted listing in the BFBL guide map.
- Highlighted listing on the BFBL website.
- Monthly mention spring 2025–spring 2027 on PEC’s social media platforms, with over 15k followers.

TOP OF THE CROP  
\$1,000

- Small (business card) ad in the guide of your choice - Loudoun, Northern Piedmont or Charlottesville Area.
- Logo on sponsored BFBL Chapter webpage with link to your website.
- Listing in PEC Annual Report, mailed to PEC donors.
- Name inclusion in press release & email alert announcing new guides.
- Logo inclusion in the sponsorship page of the BFBL guide of your choice - Loudoun, Northern Piedmont or Charlottesville Area.
- Highlighted listing in the BFBL guide map.
- Highlighted listing on the BFBL website.
- Bi-monthly mention spring 2025–spring 2026, on PEC’s social media platforms, with over 15k followers.

24-CARROT  
\$500

- Logo on sponsored BFBL Chapter webpage with link to your website.
- Listing in PEC Annual Report, mailed to PEC donors.
- Name inclusion in press release & email alert announcing new guides.
- Logo inclusion in the sponsorship page of the BFBL guide of your choice - Loudoun, Northern Piedmont or Charlottesville Area.
- Highlighted listing in BFBL guide map.
- Highlighted listing on the BFBL website.
- Seasonal mention spring 2025–spring 2026 on PEC’s social media platforms, with over 15k followers.

GOOD EGGS  
\$250

- Listing in PEC Annual Report, mailed to PEC donors.
- Name inclusion in press release & email alert announcing new guides.
- Logo inclusion in the sponsorship page of the BFBL guide of your choice - Loudoun, Northern Piedmont or Charlottesville Area.
- Highlighted listing in BFBL guide map.
- Highlighted listing on BFBL website.
- Social media mention when the guides launch in spring 2025 on PEC’s social media platforms, with over 15k followers.

HEALTHY HARVEST  
\$150

- Listing in PEC Annual Report, mailed to PEC donors.
- Name inclusion in press release & email alert announcing new guides.
- Logo inclusion in the sponsorship page of the BFBL guide of your choice - Loudoun, Northern Piedmont or Charlottesville Area.