



19th Annual Chum **SUPER** Rhubarb Festival

Sponsorship Opportunities

June 29, 2024

Chum is people of faith working together to provide basic necessities, foster stable lives, and organize for a just and compassionate community.



Overview of the Chum Rhubarb Festival



Now in its 19th year, the Chum Rhubarb Festival has become a beloved summer tradition for thousands of people. Pre-COVID, more than 8,000 attended every year, and many look forward to making Duluth a destination so they can get their fill of **all things rhubarb!**

The 2024 festival wraps up Chum's commemoration of its 50th year, and that's why we're calling it the SUPER Rhubarb Festival.

This year's festival will take place on Saturday, June 29 from 9 a.m. to 3 p.m. at the Stella Maris Academy - Holy Rosary Campus, 2802 E. 4th Street in Duluth.

How many ways can we think of to make tasty treats with rhubarb? Pies, crisps, brats, jams and jellies, scones, lemonade, relish, salsa, ice cream ... our creative cooks and bakers keep dreaming up new ways to delight the people who come to the festival.

But it's not just the food. This family-friendly event will entertain with music, games, and activities for children and adults. Local rhubarb growers bring in their entries for the largest leaf and longest stalk contest. Young artists try their hand at the coloring contest or create rhubarb leaf prints.

More than 500 volunteers work diligently to make the Chum Rhubarb Festival come together. All proceeds from the event support Chum programming.

Become a sponsor of the 2024 Chum SUPER Rhubarb Festival!

Your sponsorship will make a difference in the lives of our most vulnerable neighbors, providing necessities to individuals and families. The Rhubarb Festival is truly a highlight of Duluth's summer! Read further to find out how your dollars will help the people Chum supports, and the sponsorship levels and benefits available to your company.



Your Sponsorship Supports Chum's Programs and Services

Shelter, Drop-In Center, Winter Warming Centers

Chum's Emergency Congregate Shelter, Family Shelter, and Drop-in Center operate around the clock every day of the year. The Winter Warming Center operates from November through March from 6 p.m. to 8 a.m. These settings offer low-barrier environments for people experiencing homelessness to access shelter, food, and services that support health and well-being. This includes Chum's Health and Wellness office, support from a Housing Advocate, and partnerships with external providers for specialized services. Chum's Street Outreach also works with people living in places not intended for habitation to connect them to services, shelter, and resources that support stability.



In 2023, Chum's Emergency Congregate and Family Shelters, and Warming Center served 1,437 people (unduplicated), which includes 70 children and 63 people ages 65 and older. 52% of the people Chum served in 2023 were members of the BIPOC community, 58% reported mental illness, and 51% have a physical disability or chronic health conditions.



Chum Food Shelf

Chum's Food Shelf is one of Northern Minnesota's largest food shelf operations; we provide a critical service to members of the Duluth community who are unable to meet their nutritional needs. In 2023, we distributed 533,152 pounds of food to 6,185 individuals (unduplicated).

Supportive Housing Services

Chum is the services provider for families with children at the Steve O'Neil Apartments and for older adults at the St. Francis Apartments. In 2023, 136 people lived at the Steve O'Neil Apartments and 40 adults were housed at St. Francis.

Chum Advocacy

Chum's work is grounded in the responsibility to respond to those in need while loosening the bonds of injustice and oppression. Our Advocacy Team identifies needs and policy priorities, and participates in mentorship so together we can learn how to navigate the process as we work together for a more just and compassionate community.



Community Partners

You're in Good Company as a Chum Super Rhubarb Festival Sponsor

Chum has more than 40 affiliated congregations that provide financial support, volunteers, and in-kind donations. The bulk of the baking and food production for the Rhubarb Festival is done by volunteers from our member congregations.

They also provide critical food, supplies, and volunteer support to the Food Shelf. In addition, the Food Shelf works with Second Harvest Northland, local grocery stores, food distributors, and farms to feed people experiencing hunger in Duluth.



Chum partners with medical providers to ensure that residents have accessible healthcare. We work with Lake Superior Community Health, HOPE Clinic, university nursing programs, the Bob Tavani Respite Center, and the University of Minnesota Mobile Health Unit. In addition, we work with Accend, the Human Development Center, and Harvest Moon Mental Health Services for mental health services.

Because of the prevalence of substance use disorder among those we support, we partner with various agencies to provide recovery services. This includes Recovery Alliance Duluth to support a part-time Peer Support Specialist at the Drop-in Center; we plan to expand this program due to increasing need. Additionally, we work with Harm Reduction Sisters and the St. Louis County Substance Use Recovery Unit.



Chum is the fiscal sponsor and lead organizer of Stepping On Up, a five-year project that involves fourteen Duluth agencies who are collaborating to develop and implement plans to address unsheltered homelessness. This includes safe living zones, 100 shelter-next units, and 200 supportive housing units, all with embedded services to help people overcome barriers to well-being.



Sponsorship Opportunities

	\$7,500 - \$10,000 Platinum Sponsor	\$5,000 Gold Sponsor	\$3,000 Silver Sponsor	\$1,500 Bronze Sponsor	\$500- \$1,000 Rhubarb Partner
Prominent booth location with on-site product marketing at your booth, plus your banner placed on stage, company recognition by emcee throughout the day, and speaking opportunity during music breaks. <i>(plus, all benefits listed below)</i>	✓				
Feature story in Chum's e-newsletter about your company's endorsement of Chum. <i>(plus, all benefits listed below)</i>	✓				
Prominent logo placement on the home page of Chum's website. <i>(plus, all benefits listed below)</i>	✓				
Up to 5 company banners placed prominently during the festival. <i>(plus, all benefits listed below)</i>	✓	✓			
2 sponsorship recognition social media posts in June about your company's sponsorship of the Rhubarb Festival. <i>(plus, all benefits listed below)</i>	✓	✓			
Tiered logo placement on 7 – 10 Rhubarb Festival banners displayed in high-traffic areas in Duluth <i>(plus, all benefits listed below)</i>	✓	✓	✓		
Tiered logo placement on Chum's Super Rhubarb Festival website <i>(plus, all benefits listed below)</i>	✓	✓	✓	✓	
Social media impressions throughout the month of June. <i>(plus, all benefits listed below)</i>	✓	✓	✓	✓	✓
Company name listed on Chum's Super Rhubarb Festival website	✓	✓	✓	✓	✓

Social Media Impressions:

- Chum website (chumduluth.org): 5,000 unique monthly visitors
- Chum e-newsletter: read by 2,000 households
- Social media: 125,000 impressions on Facebook, Instagram, and Twitter in June 2023

All levels are customizable. Please contact Gracia Swensen, Development Director, gswensen@chumduluth.org, or (218) 438-5502 to discuss your sponsorship or if you have questions.



2024 Chum **SUPER** Rhubarb Festival Sponsorship Form

Please indicate your preferred sponsorship level, fill out the rest of this form, and mail it back with your check or credit card information.

- Platinum Sponsor - \$7,500 - \$10,000
- Gold Sponsor - \$5,000
- Silver Sponsor - \$3,000
- Bronze Sponsor - \$1,500
- Rhubarb Partner - \$500-\$1,000

Please email your high-resolution logo to Gracia Swensen at gswensen@chumduluth.org.
Deadline for logo placed on Rhubarb Festival Materials: **May 1, 2024.**

Name/Title: _____

Company: _____

Email Address: _____

Phone Number: _____

Payment: Check Visa/Mastercard

CC No.: _____

Name on Card: _____

Exp. Date: _____ Security Code: _____

Send to: Chum Rhubarb Festival, 102 W. 2nd Street, Duluth, MN 55802