

Fannie Lou Hamer

LEGACY CELEBRATION

15TH ANNUAL
2026

TUESDAY DECEMBER 8TH 2026 / 6 - 8 PM

MISSION TRAILS REGIONAL PARK VISITOR CENTER

ONE FATHER JUNIPERO SERRA TRAIL, SAN DIEGO, CA 92119



Project New Village presents the 15th annual Fannie Lou Hamer Legacy Celebration, our premier year-end fundraising event supporting our food justice work in greater Southeastern San Diego. The event will take place at the award-winning Mission Trails Visitor Center, offering guests a unique dining experience with a stunning view of Mission Gorge.

On this night we honor the legacy of Fannie Lou Hamer, human rights icon, food justice pioneer, and our organization's North Star. Join us in celebrating those in our community whose actions exemplify the spirit of Mrs. Hamer's achievements.

2026 SPONSORSHIP OPPORTUNITIES



2026 SPONSORSHIP LEVELS

\$25,000+ **LEGACY SPONSOR**

- **Exclusive 'Presenting Sponsor' designation**
 - ◊ *The event will be promoted as: "Project New Village's Fannie Lou Hamer Legacy Celebration, presented by [Company]"; exclusive to one leading sponsor*
 - ◊ *Sponsor's name prominently displayed on event webpage, digital and print promo materials, ticketing website, all marketing leading up to the event, and event signage and print materials*
- **Premier gala table(s) for up to 25 guests**
- **Access to a private pre-event VIP reception and tasting experience**
- **Verbal recognition as well as speaking opportunity (3-5min) during the event presentation**
- **Sponsor selected professional photography and approved content from the event**
- **12 months of corporate-partner recognition continuing beyond the gala including:**
 - ◊ *Prominent placement on Project New Village's corporate-partner webpage*
 - ◊ *At least four social media acknowledgments*
 - ◊ *Recognition in our printed 2026 Winter Newsletter and at least two email newsletters*
 - ◊ *Project New Village coordinated volunteer or community engagement experience at a Rooted Resources urban garden for your team*
- **Customized post-event impact report**
- **First opportunity to renew the presenting sponsorship designation in 2027**

\$10,000

STEWARD LEVEL

- Your company will be acknowledged as a supporter of our mission during event presentations
- Your name, logo, and link displayed on our website and on applicable marketing materials leading up to and at the event
- Your company's logo displayed at the event
- 2 VIP reserved seats plus additional complimentary tickets for 18 guests

\$5,000

CULTIVATOR LEVEL

- Your company will be acknowledged as a supporter of our mission during event presentations
- Your name, logo, and link displayed on our website and on applicable marketing materials leading up to and at the event
- Your company's logo displayed at the event
- Complimentary tickets for 15 guests

\$2,500

PLANTER LEVEL

- Your name, logo, and link displayed on our website and on applicable marketing materials leading up to and at the event
- Your company's logo displayed at the event
- Complimentary tickets for 10 guests

\$1,000

COMMUNITY LEVEL

- Your company's logo displayed at the event
- Complimentary tickets for 5 guests

For more information on joining us as an event sponsor and investing in the health and wellness of greater Southeastern San Diego, please contact Jason Cardenas at jasoncard@gmail.com.

An evening dedicated to supporting food sovereignty in greater Southeastern San Diego.

The Fannie Lou Hamer Legacy Celebration is a joyous year-end fundraising event featuring food, cocktails, and community that highlights the good work being done in Southeastern San Diego to combat food insecurity.

Inspired by the courageous work of Mrs. Fannie Lou Hamer, we recognize those community members that follow her example through their work to build food sovereignty in the Good Food District with our Food Equity Award presentation.



Join us in strengthening the Good Food District .

A sponsorship to this event contributes to building The Village community food hub in Mt. Hope, expanding our network of hyper-local food growers and community growing spaces, creating greater accessibility to fresh local produce in our neighborhoods, and supporting local farms throughout San Diego. All of these efforts culminate into creating what we're calling the Good Food District, our placemaking initiative in greater Southeastern San Diego that will transform once food-insecure neighborhoods into thriving, healthy, and resilient communities.



Our 2026 event goal is to raise **\$50,000** to support our food justice efforts in Southeastern San Diego. We hope you will join us in creating a food system in this region that works for all.



PROJECT NEW VILLAGE
PROJECTNEWVILLAGE.ORG | (619) 230-5635

To sponsor this event, contact Jason Cardenas at jasoncard@gmail.com.