

FIELD TO FORK

FARMERS MARKET JOURNEYS

Created by Amy Garelick & Gianna Stanley
Executive Producer: Amy Garelick
Host & Culinary Producer: Chef Gianna Stanley
Filmed and Produced by POWER UP Productions

FIELD TO FORK: Farmers' Market Journeys

Field to Fork is a documentary series that takes viewers behind the scenes of Virginia's farmers' markets and into the stories of the farmers, makers, and cultures that sustain our communities. Hosted by co-creator Chef Gianna Stanley, this 30-minute series (with 10–12 minute digital shorts) will be independently produced and distributed on YouTube, Amazon Prime, and public media.

Episodes: 30 min each + short versions

Focus: Local food, sustainability, community

Filming: Across Virginia

Goal: \$35,000 in Season 1 support

Launch Event: August 14, 2025 | The Vines at Oakdale (Ashland, VA)

Founding Series Partner

\$7,500

- On-screen credit in all Season 1 episodes
- Logo + link on website, all press/media
- 8 VIP tickets to Launch Event
- VIP access to future Events
- Branded behind-the-scenes content
- Perpetual "Founding Partner" recognition

Episode Sponsor

\$3,500

- On-screen credit in one full + short episode
- Logo on episode page + press/social mentions
- 4 VIP or 16 GA tickets for Launch Event
- Behind the Scenes photos

Community Sponsor

\$1,500

- Segment credit + social/website visibility
- Branded photos & digital content
- 8 GA tickets to Launch Event

Launch Event: August 14, 2025 | The Vines at Oakdale

Welcome Drink Sponsor – \$500 (1 available)

- Logo signage + verbal recognition
- 10 general admission tickets + social media mentions

Tasting Station Sponsor – \$350 (multiple available)

- Logo at ingredient station + verbal recognition
- 8 general admission tickets + social media mentions

tickets: fieldtoforkchannel.com

Let's tell powerful stories together.

Amy Garelick | amy@powerup-productions.com | 804-238-8584 | powerup-productions.com