

# ONE NIGHT OF ZEN “FROM THE SOIL TO THE SOUL”

October 4, 2026



“Growing With Purpose”



# DEAR SPONSOR

*At Zealous Empowering Nurturer (ZEN), we believe that food is more than nourishment — it's medicine, it's culture, and it's connection. Since 2021, our mission has been clear: to promote healthy eating, offer personal spaces for gardening, and provide fresh, accessible food to communities in need across Mecklenburg County.*

**We're inviting you to stand with us for One Night of ZEN: From The Soil To The Soul** — our annual signature fundraising event, happening on October 4, 2026. This is more than an event; it's a celebration of growth, gratitude, and grassroots change. Let's honor the lives touched through ZEN's programs: from seniors in Lula's Garden Club to students planting their first seeds to families receiving meal kits with not just food, but dignity.

**As a sponsor**, your support helps us feed families, educate youth and seniors, and sustain our 1.8-acre healing garden. We offer impactful sponsorship opportunities that provide brand visibility, community connection, and recognition. Most importantly, your partnership shows you believe in growing something meaningful.

Thank you for considering this opportunity to invest in ZEN's mission.

Together, we can continue planting seeds of purpose and cultivating health, hope, and healing across Charlotte.

With gratitude,

April Booker  
Founder & Executive Director  
Zealous Empowering Nurturer, Inc.



# EVENT OVERVIEW

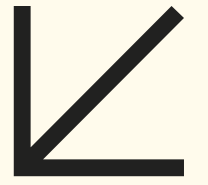
***One Night of ZEN*** is our annual signature fundraising event — an immersive, nature-inspired evening that gathers changemakers, supporters, and community leaders in support of food justice, health equity, and community wellness.



## **Event Highlights:**

- 150+ expected attendees
  - Cocktail Hour, Live Band, Live Auction
  - Garden-Inspired Decor & Dining
  - Honoring volunteers, sponsors
  - Premier visibility for sponsors
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# ABOUT ZEN (ZEALOUS EMPOWERING NURTURER)



Founded in 2021, ZEN empowers communities across Mecklenburg County by promoting healthy eating, providing gardening spaces, and offering fresh food to those in need. Through education, access, and engagement, we are transforming how people grow, eat, and live.

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## KEY IMPACTS

- 1,500+ people served annually through markets, kits, and programs
- 330 volunteers in 2025
- 1.8-acre edible educational landscape
- 40+ seniors engaged through Lula's Garden Club
- 1,400+ Zealous Meal Kits distributed

# SPONSORSHIP LEVELS

↘	<b>Presenting Sponsor</b>	<b>\$10,000</b>	Naming rights (“One Night of ZEN presented by...”), speaking opportunity, 2 tables (16 guests), logo on all materials, promo booth, press mentions. <b>Fund 1 full growing season to produce 1000 lbs of food harvested and distributed to community members in need</b>
↘	<b>Gold Sponsor</b>	<b>\$5,000</b>	1 table (8 guests), logo on event signage and program, featured on website/social media, thank-you spotlight <b>Covers 2 months of Mobile Market operations (includes fresh produce, kitchen staples, recipe cards, and nutrition demos for ~200 families total)</b>
↘	<b>Silver Sponsor</b>	<b>\$2,500</b>	4 event tickets, logo in program and on select signage, social media mention <b>Funds can support Empower Our summer camp cohort with hands-on growing, food literacy, and aeroponics learning.</b>
↘	<b>Seed Sponsor</b>	<b>\$1,000</b>	2 event tickets, name in program, social media thank-you <b>Funds soil, flowers, raised beds, and herb garden materials across two Lula’s Garden Club sites.</b>
↘	<b>In Kind Sponsor</b>	<b>Value-Based</b>	Recognition based on value of product/service (e.g. catering, decor, printing, auction items)



# SPONSORSHIP ↙ BENEFITS OVERVIEW

## **Add-On Opportunities**

- Sponsor a Table of Elders for Lula's Garden Club
- Sponsor a Garden Installation in honor of your business
- Fund our Mobile Market Meal Kits for 100 families

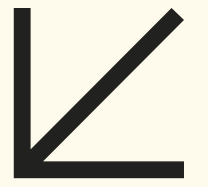
**Brand Visibility** — Reach 200+ event guests and 3,000+ email/social media followers

**Community Alignment** — Show your commitment to health, equity, and local resilience

**Storytelling Impact** — Hear directly from seniors, students, and families impacted by ZEN

**Tax-Deductible Contribution** — ZEN is a 501(c)(3) nonprofit organization

# IMPACT QUOTES



“  
Mobile Market  
Recipient

“The stuff came in real handy because the price of the groceries are too high. My husband just retired and I'm worried we won't have enough extra money for groceries”

[www.bethezen.org](http://www.bethezen.org)

“  
Keely Cole, NC

“Had a wonderful time in the community garden; it was informative and fun. I enjoyed tending to the garden while learning how to care for my own.”

[www.bethezen.org](http://www.bethezen.org)

“  
**Lisa Divers**

“My experience with ZEN so far has been so much more than what I bargained for when I met ZEN representatives at a mutual nonprofit event at Ridge Road. The peace I experience while I'm in the garden, the confidence that increases each week that “I can do this” thanks to the community that has embraced me and my unique family and gently guided me along the way has been a blessing I didn't know I desperately needed.”

-ZEN Garden Plot Owner

[www.bethezen.org](http://www.bethezen.org)

# CALL TO ACTION



## Become A Sponsor Today:

Contact: April Booker, Executive Director

✉ [zealousempoweringnurturer@gmail.com](mailto:zealousempoweringnurturer@gmail.com)  
(704)966-9562

🌐 [www.bethezen.org](http://www.bethezen.org)

## Donation of Goods:

Donations of goods such as nonperishables food items, reusable shopping totes, 6ft long tables, tents, seeds, compost, fertilizer, gloves, watering cans, etc can be dropped off at ZEN's Garden For The Community.

## Labor Donation:

Register yourself as a volunteer to help do work in our community garden or Lula's Garden Club Gardens or fundraise for our Empower Our schools or Mobile Markets.

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**THANK YOU FOR YOUR SUPPORT AND CONSIDERATION!  
LET'S JOIN TO BUILD A BETTER COMMUNITY!**