



# SWALE

a floating food forest

# & SHOAL



# ABOUT

**An edible park, a public sculpture, an invitation to imagine.**

Swale was a **floating food forest** built atop a **5,000** square foot barge that docked in public piers and welcomed visitors to **forage** fruits and vegetables for **free, as a pilot project for Shoal**. As an interactive public artwork, Swale connected New Yorkers to urban ecology through engagement with perennial food forestry, and called attention to the collective use of New York City's land and waterways. Swale hosted tours, workshops, events, and welcomes around **500** visitors daily.

*'At its heart, Swale is a call to action. It asks us to reconsider our food systems, to confirm our belief in food as a human right and to pave pathways to create public food in public space.'* - Mary Mattingly, 2018



# IMPACT

**347,000 visitors from across the five boroughs, 940 guided tours, 92 school field trips, 68 free public programs and 38 Summer Youth Employees.**

The Swale organization includes **the first floating food forest from 2016-2019** and the **Swale Lab** on Governors Island as well as **Shoal, the permanent floating food forest and classroom** that will launch in the summer of 2024.

The Swale organization reaches a multicultural, intergenerational cross section of visitors, from ecologically-engaged waterfront visitors to young residents in our Internship Programs. We take part in **dedicated outreach to youth and school groups**, community gardeners, and nature deficient New Yorkers to cultivate **future water and land stewards**.





# PROGRAMS

Swale partners with organizations in the South Bronx, Brooklyn and on Governor's Island to provide public programming around **edible landscapes and resilient ecosystems**. We organize **tours and workshops** for school groups, non-profit organizations and businesses. Here's a taste of past years:

## Summer Brunch with YMPJ

with Youth Ministries for Peace and Justice

Join Friends of Swale and Youth Ministries for Peace and Justice for brunch to celebrate summer at Concrete Plant Park on the Bronx River.

## Public Food: A Science of the Living City Panel with the NYC Forestry Service Urban Field Station

A panel discussion hosted by the Urban Field Station on Public Food with perspectives from the NYC Department of Parks, Partnership for Parks, National Forestry Service, Green Thumb, and Brook Park Community Garden.

## Dye Lab; plants, color, fiber

with Callen Zimmerman of the Textile Arts Center

An experimental inquiry into plants & soils as colorant for fiber. Using ancient and modern methods of extracting color from plants and soils, we will experiment and discover the rich palette of colors using living material aboard Swale.

## Permaculture in the city

with Claudia Joseph of the NY Permaculture Exchange

Join the founder and Director of the NY Permaculture Exchange aboard the Swale for a workshop that will teach you to take the practice of permaculture to your home landscape and wherever you go.



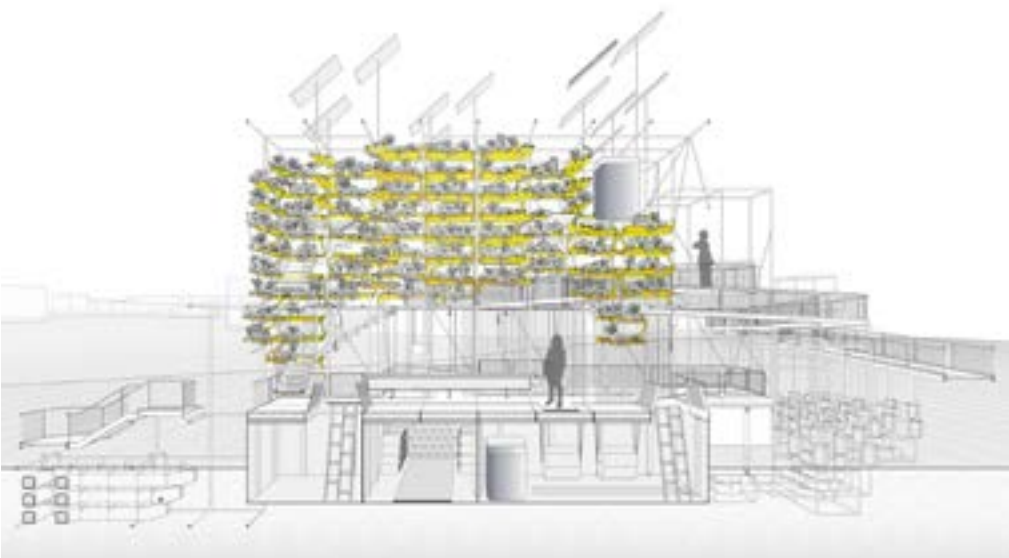
# SHOAL

**Swale was the pilot project for Shoal.**

Shoal is a unique and more permanent public art project that combines a **saltwater cycle** with a floating food forest that grows **salt-tolerant fruits and vegetables**. It's open to the public for **foraging foods**, recreation, **learning**, contemplation, and **ecological stewardship**.

Shoal addresses issues of **food and water access** in New York City, **resilience against storm surges through engaging saltwater farming techniques**, food forestry on public land, and **engagement** through art.

Stepping onto Shoal's floating platform is an **immersive experience** that can alter someone's perception of their surroundings. **Being on a moving barge** that looks, feels, and acts like land encourages people to reconsider their daily surroundings just by experiencing their city from a different vantage point. It helps people **envision and engage in edible and ecological alternatives** in New York.





# SPONSORSHIPS

Swale and Shoal offer the opportunity for like-minded companies to be partners in its **one-of-a-kind ecological floating island**. We are excited to work with partners who are interested in activating this unique space and showcasing products and ideas worth believing in.

We create custom, tailored packages ranging from **\$25,000 to \$250,000** and benefits include:

- Category exclusivity
- Produce unique co-branded content
- Specialized branded / VIP events
- Dedicated press release to media contacts
- Host an event or workshop
- Activation through community networks
- Featured profile in newsletter
- Introductions to key stakeholders
- Product featured on board throughout the season
- Top tier logo placement onboard, on website & in print
- Creation of unique content (video, written, print)





# SPONSORSHIP BENEFITS

## CAPITAL SPONSOR - \$250,000

Our Capital Sponsor is available as a one-time sponsorship. The Capital Sponsor supports the building of state-of-the-art superstructure for Shoal engineered by Martin Ottaway Van Hemmen and Dolan, which is the base of the food forest.

Category exclusivity

Produce unique co-branded content

2 specialized branded / VIP events

Unlimited access to table on board

1 special branded workshop / public programs

Product featured on board throughout the season

Top tier logo placement onboard, on website & in print

Special feature in email newsletter

## EDUCATION SPONSOR - \$200,000

Shoal's Education Sponsor is available as a one-time sponsorship. The Educational Sponsor funds a modular classroom on Shoal.

Category exclusivity

Use of Swale + Shoal in media & marketing

1 specialized branded / VIP event

2 months of access to table on board

1 special branded workshop / public program

Product featured on board for two months

Prominent logo placement on website & in print

Special feature in email newsletter







# SPONSORSHIP

## BENEFITS continued

### **EQUITY SPONSOR - \$150,000**

The Shoal staff includes volunteers and two full-time positions, each held by an environmental justice-impacted person. Our Equity Sponsor funds these positions for Shoal for one year.

- Category exclusivity for one year
- Use of Swale + Shoal in media & marketing
- 1 specialized branded / VIP event
- 1 month of access to table on board
- Logo placement on website & in print
- Product featured on board for 1 month
- Special feature in email newsletter

### **FOOD JUSTICE SPONSOR - \$100,000**

Swale's Food Justice Sponsor is available as a one-time sponsorship. This Sponsor helps Swale turn plans contributed to by 130,000 New York residents into an edible forest of perennially available foods, free to forage on Shoal. Plants for Shoal's edible forest are sourced as seedlings and saplings from local nurseries around the Tri-State area, and planted by farmers specializing in no-till agroforestry design.

- Category exclusivity for one year
- Use of Swale + Shoal in media & marketing
- 1 specialized branded workshop / public program
- 2 weeks of access to table on board
- Logo placement on website & in print
- Product featured on board for 2 weeks
- Special feature in email newsletter



# SPONSORSHIP

## BENEFITS continued

### **CARBON REMOVER SPONSOR - \$50,000**

For each pound of food harvested and for each mind changed, carbon removal can be quantified. The Carbon Remover Sponsor provides the ability to host urban farming workshops weekly throughout the year, introducing people to the benefits of urban farming and decreasing food miles.

Category exclusivity for one season

1 week of access to table on board

Logo placement on website & in print

Product featured on board for 1 week

Special feature in email newsletter

### **WATER ACCESS SPONSOR - \$25,000**

Swale's Water Access Sponsor is key in allowing Shoal to serve different neighborhoods in New York City. The Water Access Sponsor helps move the floating island to different locations each year while improving water access for New Yorkers.

1 week of access to table on board Shoal

Logo placement on website & in print

Special feature in email newsletter





# SPONSORSHIP BENEFITS continued

## PACKAGES available in 2025

### Basic

**\$100 per person** offers 4 hours of programming

### Deep Dive

**\$170 per person** offers 6 hours of programming

Lunch featuring locally sourced products

Additional workshop designed specifically for your team

### Sample Program

- 9:00 Introduction and Tour of Shoal plants and on-board systems
- 9:30 Hands-on urban farming
- 11:00 Conversation about Shoal mission, methods, and impact
- 11:30 Sustainable systems workshops
- 12:00 Engaging Shoal visitors
- 12:30 Creating art, together
- 1:00 Lunch picnic on Shoal apple orchard
- 2:00 Discussion focused on interests of your company and team
- 3:00 Depart

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### Community Share

**\$1000 per day** offers the opportunity for small businesses to table on board Shoal in 2025 for a daily rate. This does not include any of the other activation benefits. Shoal provides the vendor with a table and the chance to engage with the 500+ daily visitors. Businesses are welcome to sell products on board.

**\$500 per day** opportunity for non-profits to table on board Shoal for a daily rate. This does not include any of the other activation benefits. Shoal provides the vendor with a table and the chance to engage with the 500+ daily visitors. Businesses are welcome to sell products on board.





# PRESS

*‘An alternative, edible reality that could serve as a model for the city’s future.’ - Mic.com*

Swale’s pilot floating food forest received accolades in both local and national media.





# OUR NETWORK





# BE IN TOUCH

Reach out to learn more about getting involved

Sponsorship

Venue Rentals

Photo and video shoots

Vending opportunities on board

Volunteering

Educational workshops,  
conferences, events

Programs for school groups

Concerts and film screenings

**[swaleproject@gmail.com](mailto:swaleproject@gmail.com)**

