



Food Literacy Month

Sponsorship Opportunities

Food Literacy Month Presenting Sponsor - \$10,000

- Listing in all event titles as "presented by _____"
- Support acknowledged in all outgoing press releases regarding Food Literacy Month
- Logo placement in all event advertising initiatives, including banner and signage
- Prominent recognition on event website, e-blasts and social networking campaigns
- Tagged 5 times in social networking campaigns throughout the month
- Opportunity to provide swag to Food Literati Leaders (our crowdfunders)
- Opportunity for volunteers and company representatives to participate in Veggie of the Year classroom event, including interviews and photos with on-site press
- Logo on "Our Funders" page on our website
- Mention in article content on Eatfarmtofork.com
- Listed in our 2019-2020 Annual Report

Option 1: Veggie of the Year Sponsorship

Sponsoring the Veggie of the Year competition is a feel-good way to support our mission to inspire kids to eat their vegetables and support our local farmers! Starting with the September 1 kick-off of Food Literacy Month, ten seasonal vegetables will be in the running. These veggies will be voted on by the public and our food literacy kids. We hold an event at school where a team of local restaurant chefs present the veggies to students to taste and vote for their favorite. Community members also attend and cheer on the students. The winning vegetable will be featured throughout the year in classroom lessons, and in recipes posted on our website and on social media.

\$5,000 – Ginger Gold Sponsor

- Logo placement in all event advertising initiatives, including banner and signage – position and size relative to sponsorship level
- Logo on event website and e-blasts
- Tagged 3 times in social networking campaigns
- Logo on our funders page on our website
- Listed in our 2019-2020 Annual Report

\$2,500 – Celery Silver Sponsor

- Logo placement in all event advertising initiatives, including banner and signage – position and size relative to sponsorship level
- Logo on event website and e-blasts
- Tagged 2 times in social networking campaigns
- Logo on our funders page on our website
- Listed in our 2019-2020 Annual Report

\$1,000 – Broccoli Bronze Sponsor

- Listed in all event advertising initiatives, including banner and signage
- Listed on event website and e-blasts
- Tagged 1 time in social networking campaigns
- Logo on our funders page on our website
- Listed in our 2019-2020 Annual Report



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Option 2: Matching Donor

Let us leverage your donation! Your support of Food Literacy Center reaches Sacramento's children, while also creating an ever-widening circle of donors for food literacy in the community. During our three-week membership drive, our volunteer fundraising teams will promote your company across social media as they ask friends and family to donate, telling them that your company will match these gifts dollar-for-dollar. Each team will consist of 5-10 community members, including a local chef, a media personality, and a social influencer. Each team of crowdfunders is setting their fundraising goal at \$5,000, so sponsors opting for this opportunity are being asked to also commit at the \$5,000 level.

We'll ask the community to match dollar-for-dollar until we reach our goal!

\$5,000 – Ginger Gold Matching Sponsor

- Logo on postcard
- Logo on event website and email newsletter
- Tagged 3 times in social networking campaigns during the month, plus outreach promoting your match via a team of 5-10 community volunteers
- Opportunity to provide swag to Food Literati Leaders (our crowdfunders)
- Logo on Our Funders page on our website
- Listed in our 2019-2020 Annual Report