



Food Literacy Center Groundbreaking at Floyd Farms

Corporate & Personal Sponsorship Opportunities

Sponsor the much-anticipated groundbreaking of the Food Literacy Center headquarters and cooking school on Wednesday, September 18, 2019. In partnership with The Mill at Broadway, Sacramento City Unified School District and the City of Sacramento we will host dignitaries, media, donors, partners, community members and supporters as we break ground.

Corporate Levels

\$10,000 – Presenting Sponsor

- Listing in all event titles as "presented by _____"
- Support acknowledged in all outgoing press releases regarding the Broccoli HQ groundbreaking
- Prominent logo placement in event initiatives, including invitation, program, onsite banner and signage
- Prominent recognition on event website, e-blasts and social networking campaigns
- Verbal recognition at groundbreaking
- Opportunity to have tabling/sampling/giveaway booth at the groundbreaking
- Opportunity for volunteers and company representatives to participate in Kids Farmers Market component, including interviews and photos with on-site press
- Tagged 5 times in social networking campaigns
- Logo on our funders page on our website
- Listed in our 2019-2020 Annual Report

\$7,500 – Shovel Sponsor

- Logo placement on all shovels used by dignitaries and partners for the ceremonial groundbreaking
- Logo placement in all event initiatives, including program, onsite banner and signage – position and size relative to sponsorship level
- Logo on event website and e-blasts
- Verbal recognition at groundbreaking
- Opportunity to have tabling/sampling/giveaway booth at the groundbreaking
- Tagged 3 times in social networking campaigns
- Logo on our funders page on our website
- Listed in our 2019-2020 Annual Report
- **NEW! Double your benefits:** As a special additional benefit in 2019, your sponsorship of the Broccoli HQ groundbreaking includes logo recognition as a Food Literacy Month sponsor. This will double your sponsorship recognition in the month of September!



\$5,000 – Ginger Gold Sponsor

- Logo placement in all event initiatives, including program, onsite banner and signage – position and size relative to sponsorship level
- Logo on event website and e-blasts
- Verbal recognition at groundbreaking
- Opportunity to have tabling/sampling/giveaway booth at the groundbreaking
- Tagged 3 times in social networking campaigns
- Logo on our funders page on our website
- Listed in our 2019-2020 Annual Report
- **NEW! Double your benefits:** As a special additional benefit in 2019, your sponsorship of the Broccoli HQ groundbreaking includes logo recognition as a Food Literacy Month sponsor. This will double your sponsorship recognition in the month of September!

\$2,500 – Celery Silver Sponsor

- Listed onsite at the groundbreaking and in the program
- Listed 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

Personal Levels

\$2,500 – Broccoli Backflips Sponsor

- Verbal recognition at the groundbreaking
- Listed 2 times in social networking campaigns
- Listed onsite at the groundbreaking
- Listed in the event program
- Listed on event website and e-blasts
- Listed on our funders page on our website
- Listed in our 2019-2020 Annual Report

\$1,000 – Carrot Tops Sponsor

- Listed onsite at the groundbreaking
- Listed in the event program
- Listed on event website and e-blasts
- Listed on our funders page on our website
- Listed in our 2019-2020 Annual Report

\$500 – Pepper Proud Sponsor

- Listed in the event program
- Listed on event website
- Listed in one e-blasts