



**FOOD LITERACY MONTH
SPONSORSHIP PACKET**



ABOUT FOOD LITERACY CENTER

What is food literacy?

Food Literacy is understanding the impact of our food choices on our health, environment, and economy – and understanding that these impacts are not experienced equitably.

We believe that being food literate empowers us to make informed choices. We provide food education in a way that's fun, approachable, and practical.

Why is food literacy so important?

Only 4% of kids are eating the recommended amount of fruits and veggies.

In Sacramento, 40% of kids suffer from childhood obesity or are overweight, putting them at increased risk for Type 2 diabetes. These diet-related diseases are preventable — if we eat our vegetables.

Food Literacy Center teaches cooking, nutrition, gardening, and active-play classes in Sacramento Title-1 schools where students are at highest risk for diet-related diseases. Most of them are food and nutrition insecure and are first exposed to fresh, healthy fruits and vegetables in their food literacy classes.

How does food literacy education move the needle?

Simply put, we inspire kids to eat their veggies!

We teach free cooking, nutrition, and gardening classes to 2,000 students across 20 Title-1 schools in two school districts: Sacramento City Unified and Robla.

We host free kids' farmers markets right before major school breaks. This gives students the opportunity to replicate what they've learned in class at home with their families, supporting not only the whole health of the student, but also supporting their families' health.

We bring a trauma-informed approach to food literacy education to promote resiliency, joy, and wellness for Sacramento students and their families.

Join the rhubarb revolution — become a sponsor!



SPONSORSHIP BENEFITS

Sponsor a Food Literacy Center event, a feel-good way to support our mission to inspire kids to eat their veggies!

Food Literacy Center has a strong brand with a wide audience reach that will benefit your business and show your community that you are leading the charge to protect kids' health.

Sponsors enjoy positive exposure geared towards a smart, engaged audience. Our events are colorful, joyful, and offer feel-good recognition while supporting kids at the greatest risk for diet-related disease.

Tie your company's good name to our strong brand & help us build the next generation of healthy kids!

Sponsor Benefits

Align your brand as a leader in health and wellness

Expand your customer base via exposure to new audiences

Partner with a high-profile, reputable organization; increasing the value of the company's image

Link your business to a worthy cause that draws lasting support and media attention

Demographics

Audience reach: Children (K-6), families, adults (ages 18+)

Geographic area: Greater Sacramento Area

Brand exposure: more than 5,000 community members

Marketing Reach*

Monthly Website
Views & Visitors
3,837

Email Newsletter
Subscribers
3,862

Social Media Reach

 **6,481**

 **4,439**

 **2,385**

 **551**

**As of 1/1/23. Our audience is rapidly growing!*



FOOD LITERACY MONTH & VEGGIE OF THE YEAR

September is **Food Literacy Month** in California.

In 2012, Food Literacy Center worked with the California Legislature to pass a resolution declaring September **Food Literacy Month** — a time to raise statewide awareness about the need for cooking and nutrition education for kids.

In 2013, Yolo County, Sacramento County, and City of Sacramento also passed our resolution. In 2015, the State of Washington passed a resolution inspired by the California resolution we championed.

That's a fig deal!

The annual campaign begins online and on social media and email newsletters but extends far and wide, earning media and reaching our partners across 20 Robla and Sacramento City Unified School District schools as well as thousands of local foodies, donors, and families.

Now in our 11th year, Food Literacy Month is our largest and most widely celebrated event that includes a month-long campaign to support food literacy education and the wildly popular **Veggie of the Year** competition that pits some of the region's most talented and notable chefs against each other to create the tastiest veggie-forward bite and for tough critics — kids!

Veggie of the Year Annual Chef Competition

Sponsoring Food Literacy Month includes Veggie of the Year!

This 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, the public and our food literacy kids vote for their top five vegetables, which are then assigned to 5 local, high-profile chefs. They then create a tasty, veggie-forward bite featuring their assigned veggie. The winner is decided by food literacy students at our event held at a local elementary school. Community members also attend and cheer the students on. It's a berry blast!



FOOD LITERACY MONTH SPONSORSHIP BENEFITS

\$25,000 Presenting Sponsor

- Exclusive positioning as Presenting Sponsor, acknowledged as “Presented By..”
- Prominent logo recognition on event webpage, in press release, and in all newsletters
- Exclusive VIP opportunities for company representatives at Veggie of the Year event
- Minimum 24 tags/mentions across 3 social media channels
- Logo on Our Funders webpage
- Listed in our 2023-2024 Annual Report

\$10,000 Diamond (Eggplant) Sponsor

- Logo recognition on event webpage and in all newsletters
- Logo prominently displayed at the event
- Minimum 15 tags/mentions across 3 social media channels
- Logo on Our Funders webpage
- Listed in our 2023-2024 Annual Report

\$5,000 (Yukon) Gold Sponsor

- Logo recognition at event, on event website and one email newsletter
- Minimum 9 (Nine) Tags/mentions across 3 social media channels
- Opportunity for representatives to participate in market
- Listed in our 2023-2024 Annual Report

\$2,500 Silver (beet) Sponsor

- Name recognition at event, on event webpage and in all newsletters
- Minimum 6 tags/mentions across 3 social media channels
- Listed in our 2023-2024 Annual Report

\$1,000 Bronze (Torch Tomato) Sponsor

- Name recognition at event, on event webpage and in all newsletters
- Minimum 3 tags/mentions across 3 social media channels
- Listed in our 2023-2024 Annual Report

**Sponsors like you help us
continue to expand our
programs to reach more
kids in Sacramento.**

We'll work with you to create a
sponsorship package that fits
your needs!

Amber Stott

CEO & Chief Food Genius

amber@foodliteracycenter.org

Julie Beckner

Marketing & Communications Director

julie@foodliteracycenter.org

(916) 476-4766

