



**Food Literacy Center 2024  
SPONSORSHIPS**



# 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

 **6,561**

 **4,870**

 **2,348**

 **629**

*\*As of 2/22/24. Our audience is rapidly growing!*



# SPONSORSHIP OPPORTUNITIES EVENTS

**Sponsor one (or more!) of our annual Kids' Farmers Markets, a feel-good way to support our mission to inspire kids to eat their veggies!**

Our farmers markets are a celebration of the completion of our 10-week curriculum. The markets provide opportunities for kids to use 'Food Literacy Bucks' to shop for fresh fruits and vegetables, giving them the opportunity to choose their favorite produce, learn financial literacy skills, and practice what they've learned in class with their families at home.

These markets are scheduled right before major school breaks to ensure kids who are experiencing food and nutrition insecurity go home with fresh fruits and vegetables.



## **SPRING KIDS FARMERS MARKET**

**APRIL 2024**



**DOWNLOAD**

[Spring Farmers Market  
Sponsorship Packet](#)



## **HARVEST FESTIVAL & FARMERS MARKET**

**NOVEMBER, 2 2024**



**DOWNLOAD**

[Harvest Festival & Farmers Market  
Sponsorship Packet](#)



## **HOLIDAY KIDS FARMERS MARKET**

**DECEMBER 2024**



**DOWNLOAD**

[Holiday Kids Farmers Market  
Sponsorship Packet](#)



## **HOLIDAY COOKING KIT DISTRIBUTION**

**DECEMBER 2024**



**DOWNLOAD**

[Holiday Cooking Kit Distribution  
Sponsorship Packet](#)



# SPONSORSHIP OPPORTUNITIES CAMPAIGNS



**Big  
Day of  
Giving**  
MAY 2

## BIG DAY OF GIVING

**Big Day of Giving** is an annual 24-hour giving challenge that brings hundreds of local nonprofits together to raise much needed funds.



**GIVING  
TUESDAY**

## #GIVINGTUESDAY

**Giving Tuesday** is a global day of giving, held annually on the Tuesday after Thanksgiving.

## Matching sponsors receive an abundance of social media recognition.

Fueled by the power of social media, **these campaigns attract a wide audience** as our local community comes together to support and champion food literacy education and we gratefully recognize your partnership throughout the campaign.

## Your matching sponsorship makes a significant impact toward reaching our fundraising goals.

When matching sponsors are a part of these campaigns, we see a **71% increase** in response and the average gift amount **increases 51%**.



**DOWNLOAD**

[Big Day of Giving Matching Sponsorship Packet](#)



**DOWNLOAD**

[Giving Tuesday Matching Sponsorship Packet](#)



# 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!



#### **DOWNLOAD**

Food Literacy Month  
Sponsorship Packet

# SPONSORSHIP BENEFITS BY LEVEL

All sponsorship benefits are listed here for your convenience.

For additional information about each event and corresponding sponsorship opportunities, please visit [foodliteracy.org/become-sponsor](https://foodliteracy.org/become-sponsor).

	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
<b>Exclusive positioning as Presenting Sponsor, acknowledged as "Presented By..."</b> <i>Food Literacy Month &amp; Harvest Festival only</i>	✓				
<b>Exclusive booth opportunity at event</b> <i>Opportunity to run a kid-friendly booth Harvest Festival only</i>	✓	✓			
<b>Event Perks</b> Personalized and Exclusive VIP Opportunities	✓	✓			
<b>Company Logo</b> all event/campaign materials, web, press release, and onsite at event	✓	✓	✓		
<b>Company Name</b> all event/campaign materials, web, press release				✓	✓
<b>Company Logo</b> on Our Funders Webpage	✓	✓			
<b>Company Name Recognition</b> Onsite at event				✓	✓
<b>Representative(s) to attend our event</b> all event/campaign materials, web, press release	✓	✓	✓	✓	✓
<b>Captivating video content and static images</b> across our social media channels	✓	✓			
<b>Engaging static images</b> across our social media channels			✓	✓	✓
<b>Recognition as Sponsor</b> 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!

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