



**BIG DAY OF GIVING  
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**

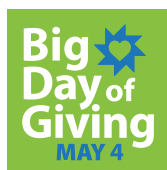
 **2,385**

 **551**

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



# SPONSORSHIP OPPORTUNITY BIG DAY OF GIVING



## 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.

### **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%**.



# BIG DAY OF GIVING SPONSORSHIP BENEFITS

## **\$10,000 Diamond (Eggplant) Sponsor**

- Logo recognition on event webpage and logo recognition in all newsletters
- Minimum 15 tags/mentions across 3 social media channels
- Logo on Our Funders webpage
- Listed in our 2022-2023 Annual Report

## **\$5,000 (Yukon) Gold Sponsor**

- Logo recognition on event website and one email newsletter
- Minimum 9 (Nine) Tags/mentions across 3 social media channels
- Listed in our 2022-2023 Annual Report

## **\$2,500 Silver (Beet) Sponsor**

- Name recognition on event webpage and name recognition in one email newsletter
- Minimum 6 tags/mentions across 3 social media channels
- Listed in our 2022-2023 Annual Report

## **\$1,000 Bronze (Torch Tomato) Sponsor**

- Name recognition on event webpage and name recognition in all newsletters
- Minimum 3 tags/mentions across 3 social media channels
- Listed in our 2022-2023 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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