



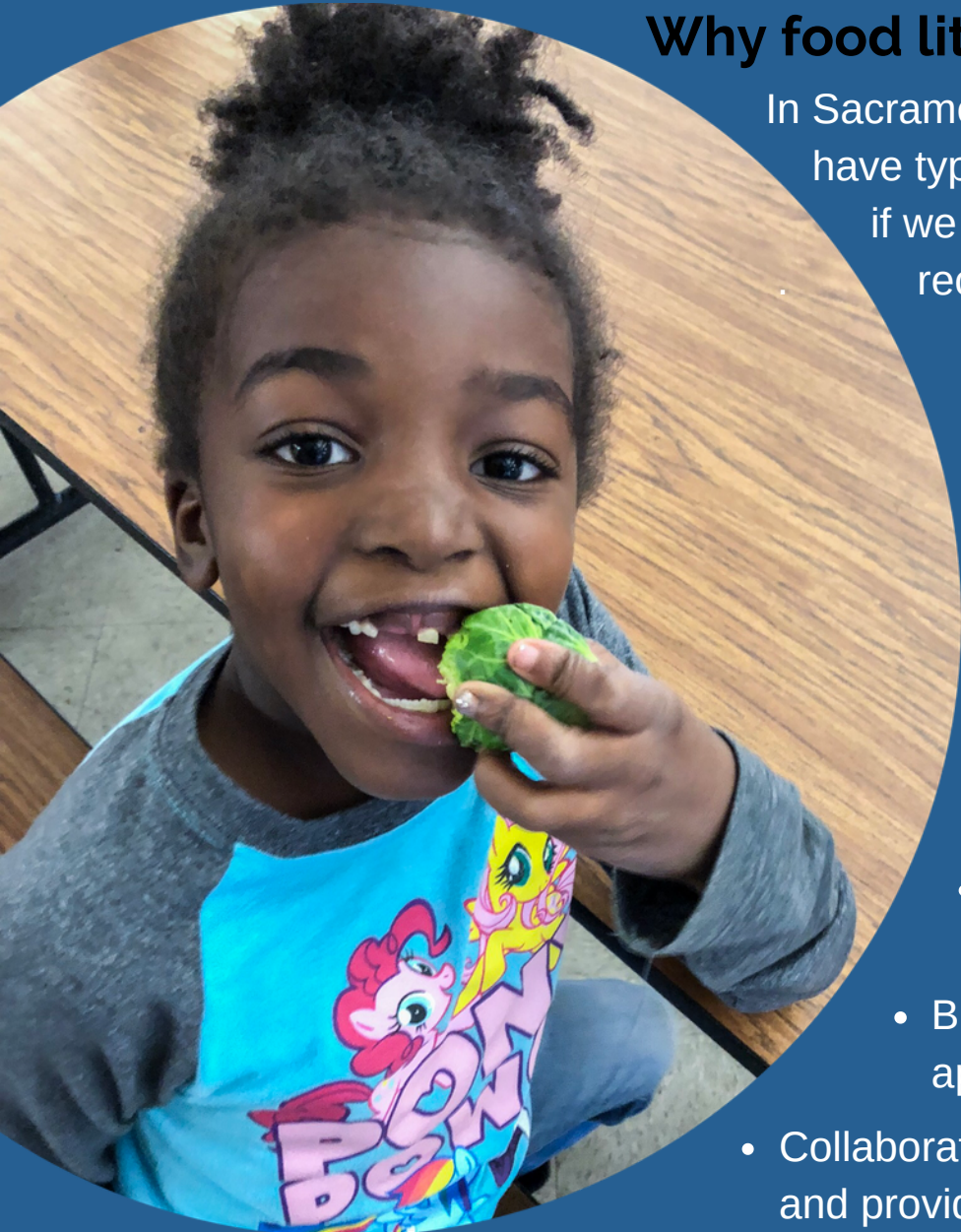
Food Literacy Center



Cheese Board Design Class
October 17, 2020

Virtual event hosted by Food Literacy Center Board Members

About Food Literacy Center



Why food literacy is needed:

In Sacramento, 40% of kids suffer from childhood obesity, and 1 in 3 have type 2 diabetes. These diet-related diseases are preventable if we eat our vegetables. Yet only 4% of kids are eating the recommended amount of fruits and veggies.

We work in low-income schools where students are at highest risk for diet-related diseases. Most of them are food and nutrition insecure.

How we help kids during COVID-19:

- Serve Title 1 schools in the Sacramento City Unified School District, focusing on South Sacramento
- Free, online cooking and nutrition classes
- Fresh produce distribution to food and nutrition insecure students and their families
- Bring joy and trauma-informed food literacy teaching approach to promote resilience
- Collaborate with community nonprofits to identify families in need and provide healthy recipes, produce, and logistical support

Cheese Board Design Class & Wine Tasting

October 17, 2020

Event Overview

Hosted by our well-connected and dedicated board members, the Cheese Board Design Class fundraiser will treat supporters to a hands-on, virtual design demonstration by well-known food blogger Erin Alderson of Naturally Ella. Your sponsorship supports critical mission-focused operations to reach our kids and families in need.

Sponsor Benefits

- Increase brand awareness and media exposure
- Brand reach and exposure to new clients
- Business is tied with a high-profile, essential organization doing frontline food distribution
- Your business is linked to a worthy cause that draws lasting support and media attention



Demographic

- Audience reach: Male and female adults (aged: 21+)
- Geographic area: Greater Sacramento Area
- Brand exposure to over 5,000 donors & community members



Marketing Reach

- Monthly website views & visitors: 17,430
- Email newsletter subscribers: 4,095
- Facebook: 5,681
- Twitter: 2,427
- Instagram: 3,052

Platinum Sponsor - \$5,000

- Listing in all event titles as “presented by _____”
- Prominent logo recognition on event website, and email newsletters
- Logo recognition on Eventbrite registration webpage
- Dedicated Facebook, Instagram post highlighting your business
- Tag/mentions in all social posts promoting event
- Opportunity for co-branded social media content
- Logo on Our Funders webpage
- Listed in our 2021-2022 Annual Report

Gold Sponsor - \$2,500

- Logo recognition on event website, and email newsletters
- Logo recognition on Eventbrite registration webpage
- Dedicated Facebook or Instagram post highlighting your business
- Tag/mention in social posts
- Logo on Our Funders webpage
- Listed in our 2021-2022 Annual Report



Funds support Food Literacy Center's mission of inspiring kids to eat their vegetables through free afterschool programs in low-income schools.

Silver Sponsor - \$1,000

- Logo recognition on event website, and email newsletters
- Logo recognition on Eventbrite registration webpage
- Tag/mention in social posts
- Logo on Our Funders webpage
- Listed in our 2021-2022 Annual Report

In-Kind Support

Up to \$1,000 in-kind support

- Logo recognition on event website, and email newsletters
- Logo recognition on Eventbrite registration webpage
- Tag/mention in social posts
- Logo on Our Funders webpage

Up to \$500 in-kind support

- Listing recognition on event website, and email newsletters
- Tag/mention in social posts
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Funds support Food Literacy Center's mission of inspiring kids to eat their vegetables through free afterschool programs in low-income schools.



Become a Sponsor

Your partnership will allow us to continue our mission, and to expand our free programs to reach more kids in Sacramento. Together, we are creating a healthier future for kids!

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

Jaime Wilson
Brand & Development Director
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