



Food Literacy Center



**Cooking School Ribbon Cutting
Corporate Sponsorships**

About Food Literacy Center

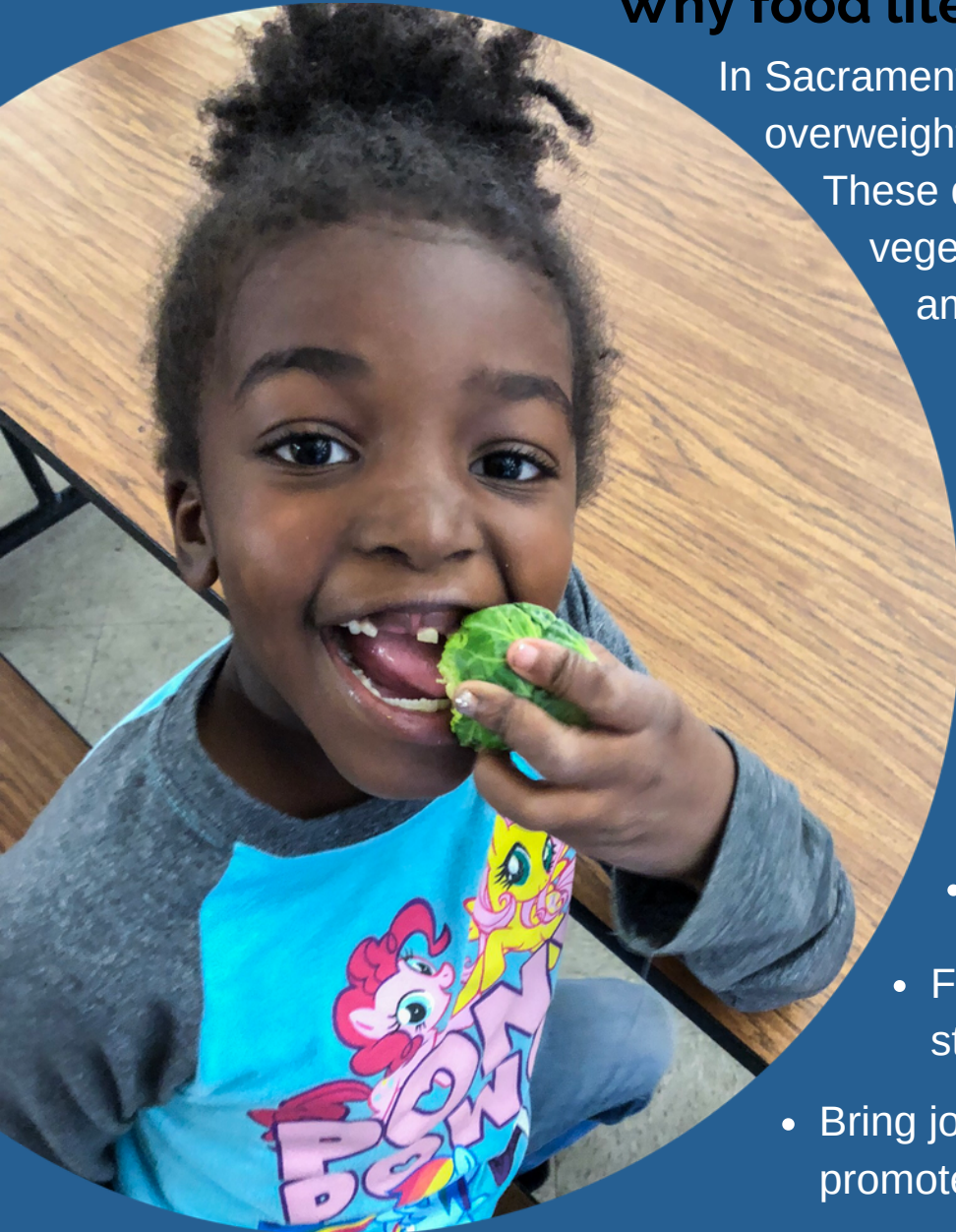
Why food literacy is needed:

In Sacramento, 40% of children suffer from childhood obesity or are overweight. This directly increases their risk for 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:

- Serve Title 1 schools in the Sacramento City Unified School District, focusing on South Sacramento
- Free, online cooking and nutrition classes
- Inspire kids to eat their vegetables
- Fresh produce distribution to food and nutrition insecure students and their families
- Bring joy and trauma-informed food literacy teaching approach to promote resilience



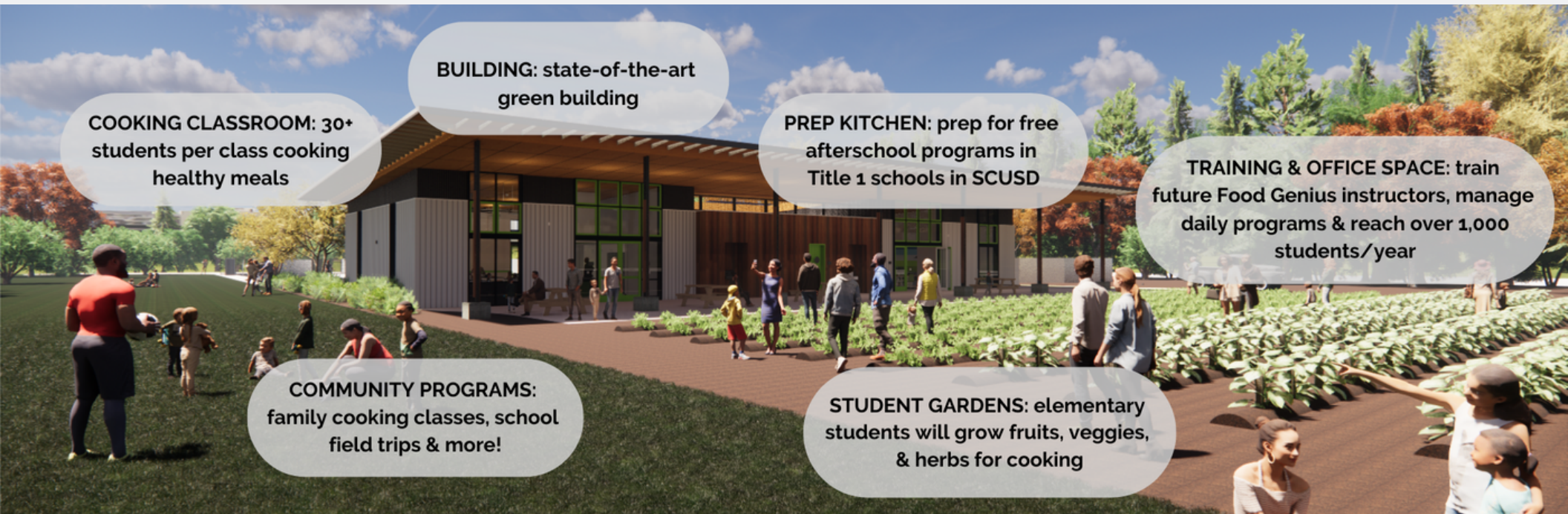
Cooking School & Headquarters

Our new center is coming soon! Floyd Farms at Leataata Floyd Elementary will be home to a city-run community garden, Food Literacy Center's cooking school and headquarters, and student gardens managed by our program staff.

This ambitious and first-of-its-kind project is in partnership with the Sacramento City Unified School District (SCUSD), the City of Sacramento, and The Mill at Broadway, which neighbors the school campus.

Your support will be a substantial investment in an underserved community, bringing hands-on cooking education to thousands of children and community members.

The best part? The building is being paid for by developer fees, not with donations. The new space allows us to increase our free programs--so we are asking for your support.



COOKING CLASSROOM: 30+ students per class cooking healthy meals

BUILDING: state-of-the-art green building

PREP KITCHEN: prep for free afterschool programs in Title 1 schools in SCUSD

TRAINING & OFFICE SPACE: train future Food Genius instructors, manage daily programs & reach over 1,000 students/year

COMMUNITY PROGRAMS: family cooking classes, school field trips & more!

STUDENT GARDENS: elementary students will grow fruits, veggies, & herbs for cooking



Future Cooking School

Food Literacy
Center founded

2011

1st Food Literacy
Academy trains
Food Geniuses

2013

School board
unanimously names
Food Literacy Center
as operator of cooking
school and student
gardens at
Floyd Farms

2016

First project
renderings shared
& onsite tours

2018

YOU can be part of
the project! Please help
with donations
and equipment.

Food literacy classes
begin in new space!

Free food literacy
classes continue
in afterschool
programs across
the district.

2020+

2015
Strategic
conversations with
SCUSD, The Mill at
Broadway & the
City of
Sacramento

Letters of support
from leaders like
Alice Waters

Trained by Edible
Schoolyard Project
& Sage Garden
Project

2017
HMC Architects
selected to build the
SCUSD Central
Kitchen and
agreed to design
our center
pro-bono

2019
Architectural
drawings
complete, submitted
for permits
Groundbreaking
in September

2012
September is named
Food Literacy Month
by CA Assembly
& Senate

foodliteracycenter.org

Platinum Sponsor - \$25,000

Recognition at Ribbon Cutting, Estimated Fall 2021

- Acknowledged in outgoing press releases regarding event
- Logo placement in event initiatives, including invitation, program, onsite banner and signage
- Prominent recognition on event website, e-blasts and social networking campaigns
- Logo placement in photo opportunities
- Verbal recognition at event
- Opportunity to have tabling/sampling/giveaway booth at event
- Opportunity for company representatives to participate/volunteer, including interviews and photos with on-site press

Ongoing Recognition

- Logo on recognition pizza paddle
- Logo on demonstration cooking station in the classroom
- Tagged 8 times in social networking campaigns
- Logo on our funders page on our website
- Listed in our 2021-22 Annual Report



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

Gold Sponsor - \$10,000

Recognition at Ribbon Cutting, Estimated Fall 2021

- Acknowledged in outgoing press releases regarding event
- 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 event
- Opportunity to have tabling/sampling/giveaway booth at event
- Opportunity for company representatives to participate/volunteer, including interviews and photos with on-site press

Ongoing Recognition

- Logo on 1 of 4 cooking stations in the classroom
- Logo on recognition pizza paddle
- Tagged 5 times in social networking campaigns
- Logo on our funders page on our website
- Listed in our 2021-22 Annual Report



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Silver Sponsor - \$5,000

Recognition at Ribbon Cutting, Estimated Fall 2021

- Logo placement in event initiatives, including invitation, program, onsite banner and signage - position and size relative to sponsorship level
- Logo on website and e-blasts
- Verbal recognition at event
- Opportunity to have tabling/sampling/giveaway booth at event

Ongoing Recognition

- Logo on recognition pizza paddle
- Logo recognition on board room
- Tagged 3 times in social networking campaigns
- Logo on our funders page on our website
- Listed in our Annual Report



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Bronze Sponsor - \$2,500

Recognition at Ribbon Cutting, Estimated Fall 2021

- Listed onsite at event and in the program
- Listed on event website and e-blasts

Ongoing Recognition

- Listed on recognition pizza paddle
- Tagged 2 times in social networking campaigns
- Logo on our funders page on our website
- Listed in our 2021-22 Annual Report



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

jaime@foodliteracycenter.org

