



# Food Literacy Center

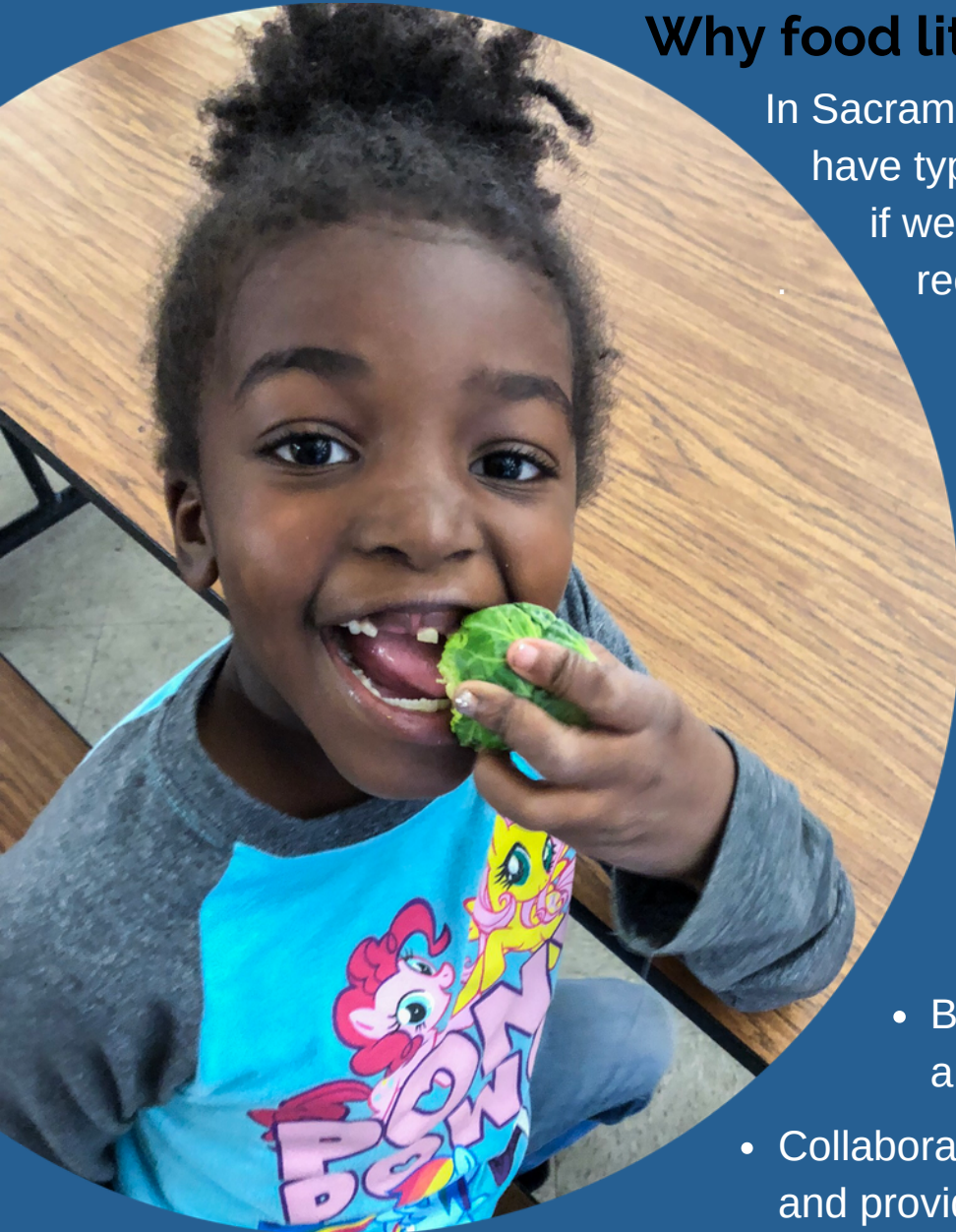


**Virtual Dumpling Class with Lisa Lin**  
**August 15, 2020**



# About Food Literacy Center

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## 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

# Virtual Dumpling Class with Lisa Lin

August 15, 2020

## Event Overview

Food blogger Lisa Lin of Healthy Nibbles hosts an online, virtual fundraising class to teach attendees how to create savory pork and cabbage potstickers. They will learn to master the balance of filling flavors, how to make dough from scratch, different folds, cooking and sauces. 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



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

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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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