



15
YEARS
FOOD
LITERACY
CENTER

Food Literacy Fête
Sponsorship Opportunities

May 16, 2026



Celebrating 15 Years of Food Literacy Education

Food Literacy Center is proud to celebrate 15 years of inspiring kids to eat their vegetables!

Join the rhubarb revolution by becoming a sponsor of this milestone. We'll gather with local community leaders, food champions, and longtime supporters who have helped grow Food Literacy Center from grassroots to a sustainable organization.

This celebration honors 15 years of food education and our shared commitment to supporting student health. Together, we've planted the seeds for a healthier future for Sacramento students.

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 23 Title-1 schools in two school districts: Sacramento City Unified and Robla.

We host free kids' farmers markets right before major school breaks, giving students the opportunity to replicate what they've learned in class at home with their families, supporting not only the whole health of students, but also supporting their families' health.

We bring a trauma-informed approach to food literacy education to promote resilience, joy, and wellness for Sacramento students and their families.

Join the rhubarb revolution — become a sponsor!



15th Anniversary Sponsorship Benefits

\$10,000 Eggplant Sponsor

- Preferred table placement
- One reserved table with a complimentary premier bottle of wine
- Opportunity to select Signature Cocktail
- Key logo placement opportunities displayed at the event, including but not limited to banners and event collateral.
- Logo placement on event marketing materials including including Fête invitation, event webpage, and in all event newsletters
- Tag/Mentions across our dynamic social media channels, including captivating static images.
- Recognition in our 2025-2026 Annual Report.

\$5,000 Yukon Sponsor

- Four complimentary event tickets with a complimentary bottle of wine.
- Logo placement opportunities displayed at the event, including but not limited to banners and event collateral.
- Logo placement on event marketing materials including including Fête invitation, event webpage, and in all event newsletters.
- Tag/Mention across our dynamic social media channels
- Recognition in our 2025-2026 Annual Report.

\$2,500 Beet Sponsor

- Two complimentary event tickets.
- Recognition in our 2025-2026 Annual Report.

\$1,000 Tomato Sponsor

- One complimentary event ticket.
- Recognition in our 2025-2026 Annual Report

End of Benefits



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: Business professionals, elected officials, healthcare professionals, and community volunteers

Geographic area: Greater Sacramento Area

Marketing Reach

Monthly Website
Views & Visitors

4,706

Newsletter Subscribers

3,262

Social Media Reach

 **6,418**

 **5,634**

 **887**

**As of 1/16/26.*

**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!

Amber Stott

CEO, Executive Director

amber@foodliteracycenter.org

Adriana Guzmán

Marketing & Development Manager

adriana@foodliteracycenter.org

(916) 476-4766

