



# Food Literacy Center



**Future Cooking School**  
**Two-year Corporate Sponsorships**

# About Food Literacy Center

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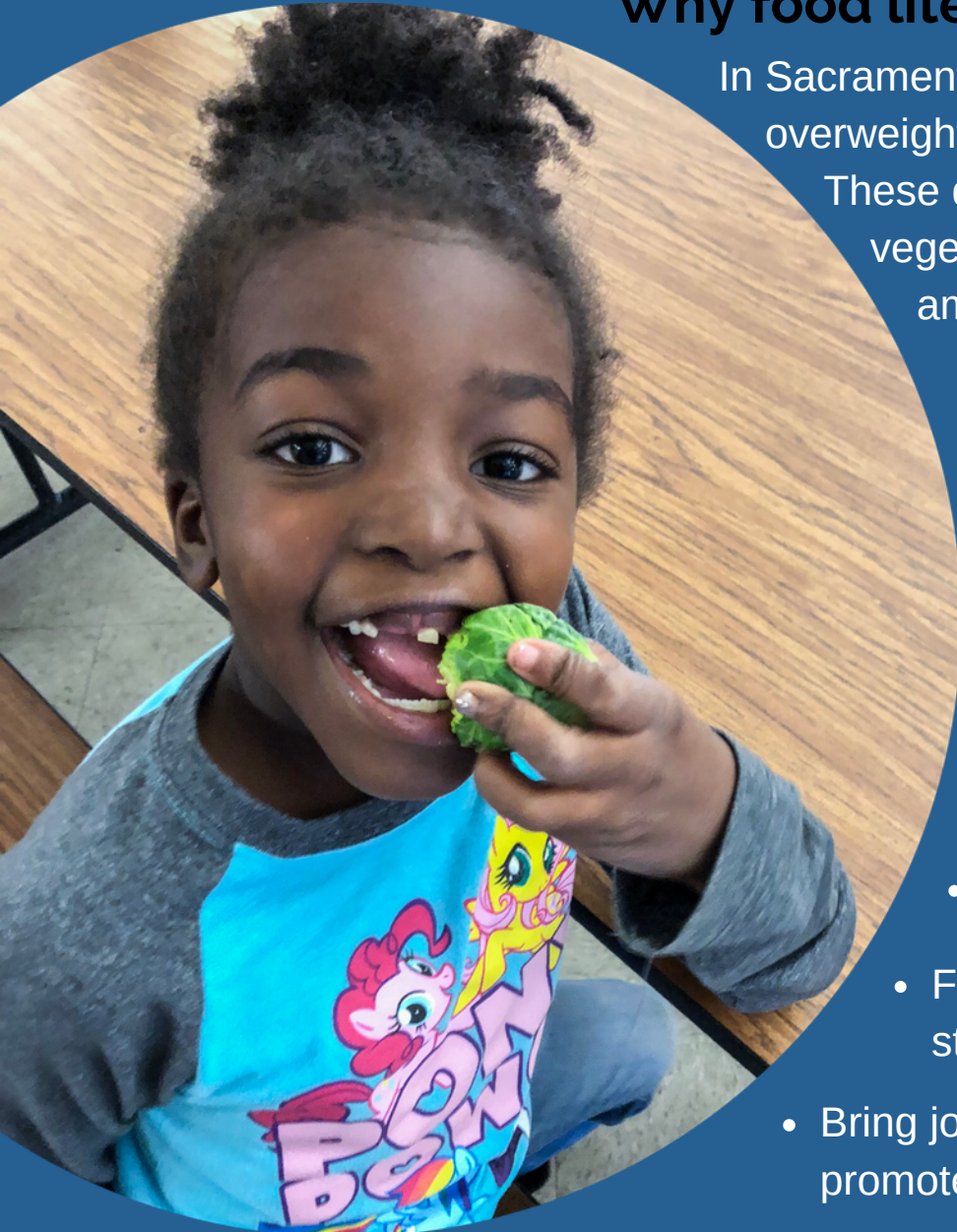
## Why food literacy is needed:

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



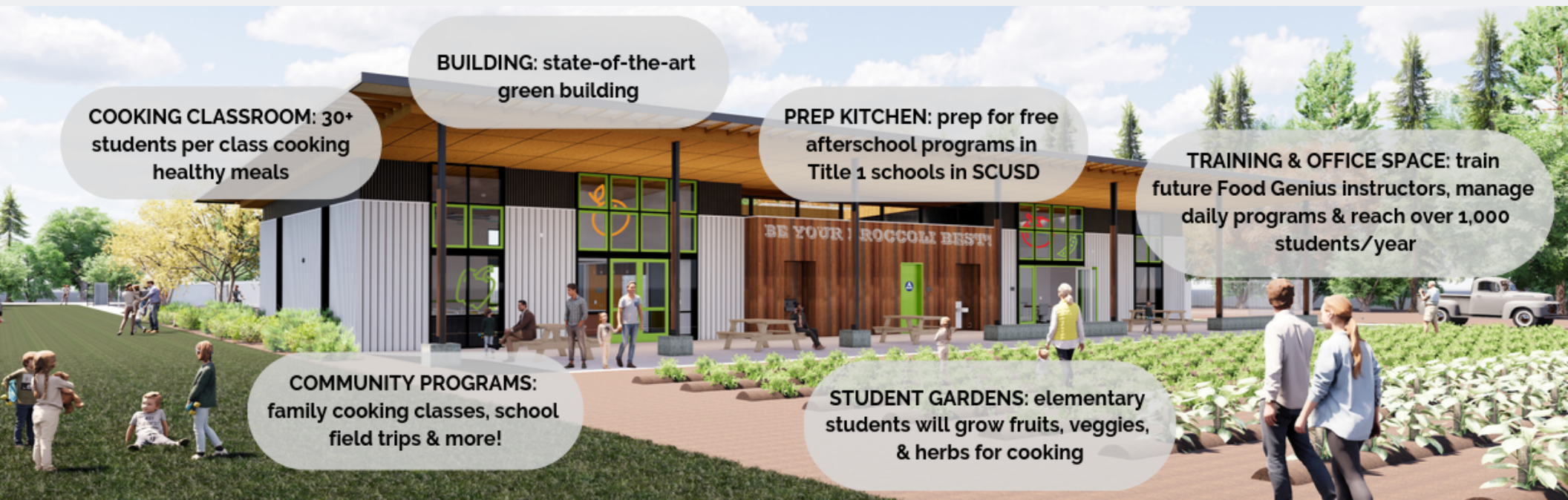
# Cooking School & Headquarters

**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 multi-year 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.



**BUILDING:** state-of-the-art green building

**COOKING CLASSROOM:** 30+ students per class cooking healthy meals

**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](http://foodliteracycenter.org)

\$25,000/year for 2 years

# Platinum Sponsor - \$50,000

## Recognition at each Event

Year 1: Ribbon Cutting, Estimated Fall 2021

Year 2: One-year Anniversary. Estimated Fall 2022

- Acknowledged in outgoing press releases regarding each yearly 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 (ribbon cutting), commemorative reusable glass (anniversary)
- Verbal recognition at each event
- Opportunity to have tabling/sampling/giveaway booth at each event
- Opportunity for company representatives to participate/volunteer, including interviews and photos with on-site press

## Ongoing Recognition

Year 1: Logo on recognition pizza paddle and on demonstration cooking station (for 2 years from ribbon cutting)

Year 2: Logo placement on bench (for 1 year from anniversary party) and optional private event including hands-on cooking component

- Tagged 8 times in social networking campaigns each year
- Logo on our funders page on our website each year
- Listed in our Annual Report each year



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

\$10,000/year for 2 years

# Gold Sponsor - \$20,000

## Recognition at each Event

Year 1: Ribbon Cutting, Estimated Fall 2021

Year 2: One-year Anniversary, Estimated Fall 2022

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

## Ongoing Recognition

Year 1: Logo on recognition pizza paddle and 1 of 4 cooking stations  
(for 2 years from ribbon cutting)

Year 2: Logo placement on bench (for 1 year from anniversary party)

- Tagged 5 times in social networking campaigns each year
- Logo on our funders page on our website each year
- Listed in our Annual Report each year



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\$5,000/year for 2 years

# Silver Sponsor - \$10,000

## Recognition at each Event

Year 1: Ribbon Cutting, Estimated Fall 2021

Year 2: One-year Anniversary. Estimated Fall 2022

- 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 each event
- Opportunity to have tabling/sampling/giveaway booth at each event

## Ongoing Recognition

Year 1: Logo on recognition pizza paddle and board room  
(for 2 years from ribbon cutting)

Year 2: Logo placement on a raised garden bed (for 1 year from anniversary party)

- Tagged 3 times in social networking campaigns each year
- Logo on our funders page on our website each year
- Listed in our Annual Report each year



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\$2,500/year for 2 years

# Bronze Sponsor - \$5,000

## Recognition at each Event

Year 1: Ribbon Cutting, Estimated Fall 2021

Year 2: One-year Anniversary, Estimated Fall 2022

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

## Ongoing Recognition

Year 1: listed on recognition pizza paddle (for 2 years from ribbon cutting)

Year 2: listed on fruit tree (for 1 year from anniversary party)

- Tagged 2 times in social networking campaigns each year
- Logo on our funders page on our website each year
- Listed in our Annual Report each year



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# 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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