

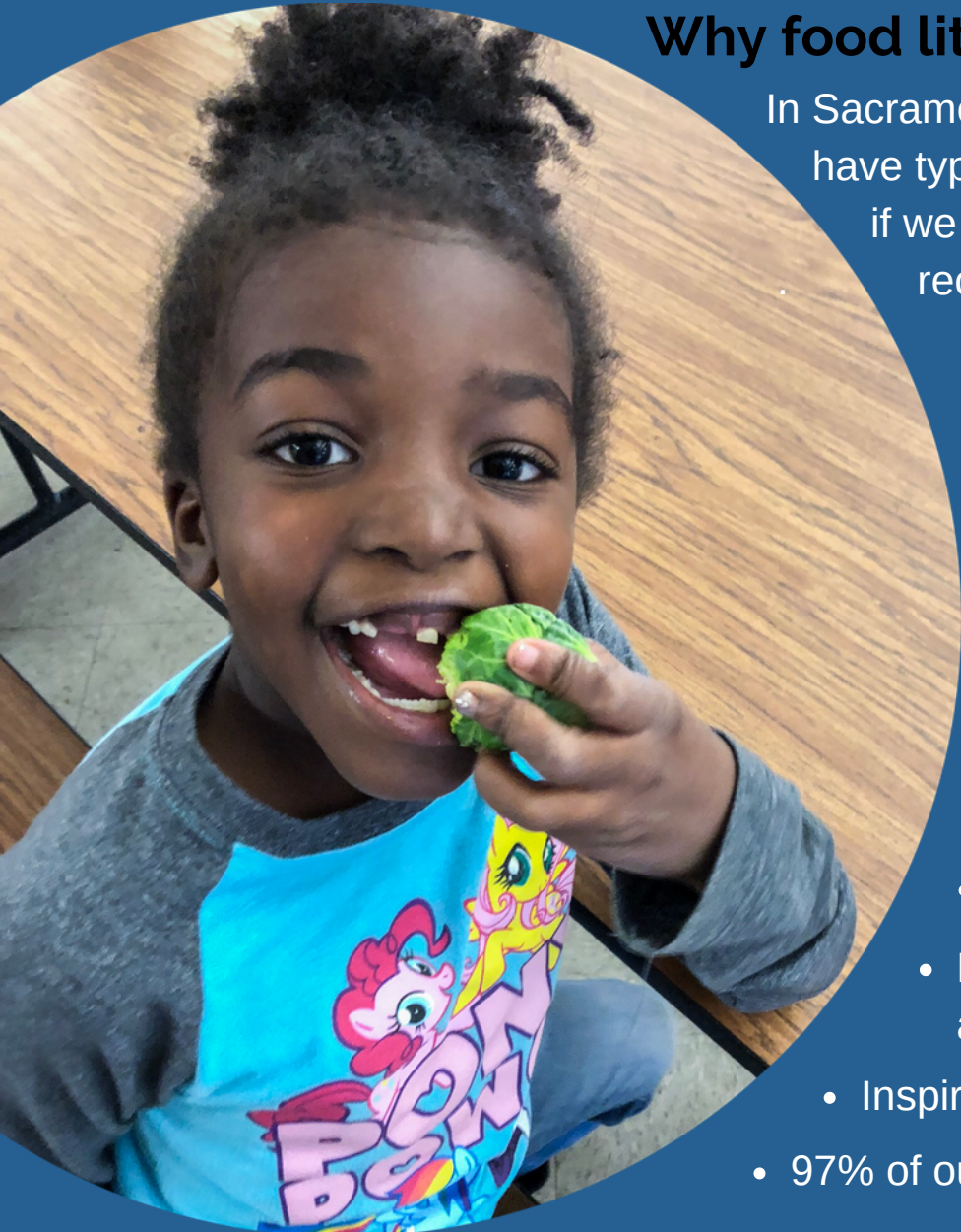


Food Literacy Center



**Food Literacy Month Sponsorships
September 2020**

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 eat three free meals a day at school.

How we help kids:

- Serve Title 1 schools in the Sacramento City Unified School District, focusing on South Sacramento
- Free, hands-on cooking and nutrition classes
- 14-week STEM-based curriculum
- Bring joy and trauma-informed food literacy teaching approach to promote resilience
- Inspire kids to eat their vegetables
- 97% of our kids fearlessly try a new fruit or vegetable each week

Food Literacy Month

September 2020

Event Overview

September is Food Literacy Month in California. To celebrate, we are running a month-long campaign to promote food literacy education through awareness activities such as our Veggie of the Year competition. The annual campaign takes place online, via social media, email newsletters, our website, and in four of Sacramento City Unified School District school, where we conduct the Veggie of the Year competition.

Sponsorship Benefits

- Impact 160+ children and their families
- A month of brand awareness and media exposure to new clients
- Business is tied with a high-profile, reputable organization; increasing the value of the company's image
- Your business is linked to a worthy cause that draws lasting support and media attention

Demographic

- Audience reach: Male and female adults (aged: 18+)
- Brand exposure to over 5,000 donors & community members
- Geographic area: Greater Sacramento

Marketing Reach

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



Presenting Sponsor - \$10,000

- Listing in all event titles as “presented by _____”
- Prominent logo recognition on all event promotions, including banner and signage
- Prominent logo recognition on event website, email newsletters and social networking campaigns
- Support acknowledged in all outgoing press releases regarding Food Literacy Month and the Veggie of the Year competition
- Dedicated Facebook or Instagram post highlighting your business
- Minimum of 5 tag/mentions in social media posts
- Opportunity for volunteers/company representatives to participate in the Veggie of the Year competition
- Opportunity to provide swag to our crowdfunders
- Photos taken at Veggie of the Year with your logo/product and shared on social media
- Inclusion in media kit provided to our partners for social sharing
- Logo on Our Funders webpage
- Listed in our 2020-2021 Annual Report



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

Matching Gift Option - \$5,000

Let us leverage your donation! During our three-week membership drive, our volunteer fundraising teams will promote your company across social media as they ask friends and family to donate, telling them that your company will match these gifts dollar-for-dollar. Each team will consist of 5-10 community members, including a local chef, media personality or influencer.. Each team of crowdfunders sets their fundraising goal at \$5,000 to leverage your \$5,000 in matching funds.. We'll ask the community to match dollar-for-dollar until we reach our goal!

- Logo recognition on event website and email newsletters
- Logo in all event promotion, including signage
- Minimum 3 tag/mentions in social media posts mentioning matching sponsors
- Additional tag/mentions by a team of 5-10 community crowdfunders
- Opportunity to provide swag to our crowdfunders
- Opportunity for volunteers/company representatives to participate in the Veggie of the Year competition
- Logo on Our Funders webpage
- Listed in our 2020-2021 Annual Report



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

Veggie of the Year Options

Sponsoring the Veggie of the Year competition is a feel-good way to support our mission to inspire kids to eat their vegetables! Starting with the September 1 kick-off of Food Literacy Month, ten seasonal vegetables will be voted on by the public and our food literacy kids. We hold an event at school where a team of local restaurant chefs present the veggies to students to taste and vote for their favorite. Community members also attend and cheer on the students. The winning vegetable will be featured throughout the year.

Gold Sponsor - \$5,000

- Logo recognition on event website and email newsletters
- Logo in all event promotion, including signage
- Minimum of 3 tag/mentions in social media posts
- Opportunity for volunteers/company representatives to participate in the Veggie of the Year competition
- Logo on Our Funders webpage
- Listed in our 2020-2021 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 - \$2,500

- Logo recognition on event website and email newsletters
- Logo in all event promotion, including signage
- Minimum of 2 tag/mentions in social media posts
- Logo on Our Funders webpage
- Listed in our 2020-2021 Annual Report

Bronze Sponsor - \$1,000

- Listing recognition on event website and email newsletters
- Listed in all event promotion, including signage
- Minimum of 1 tag/mention in social media posts
- Logo on Our Funders webpage
- Listed in our 2020-2021 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

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