



# Food Literacy Month

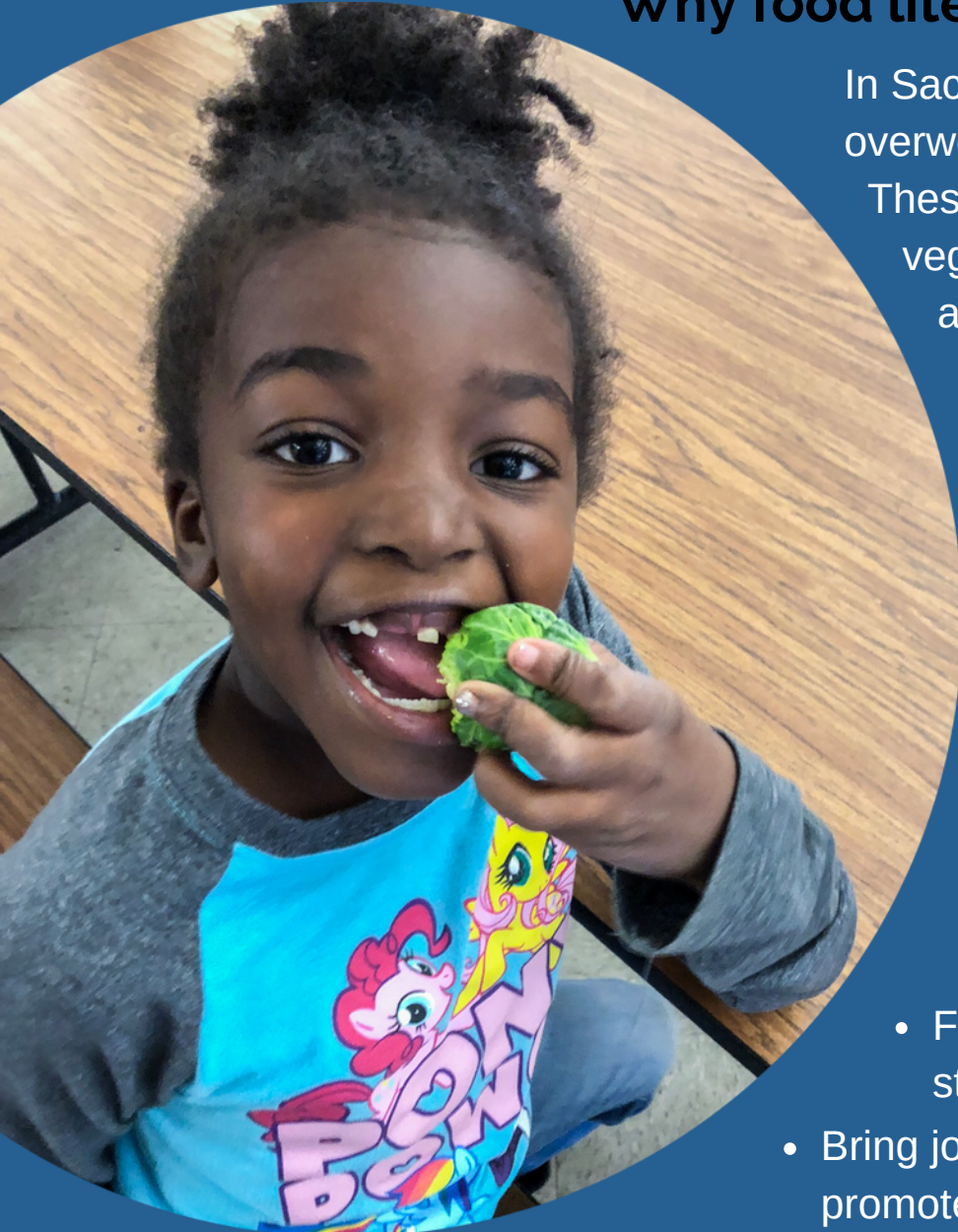
**Food Literacy Month Matching Sponsorships  
September 2022**



# About Food Literacy Center

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## Why food literacy is needed:



In Sacramento, 40% of kids 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, cooking, nutrition, and gardening classes
- 8-week STEM-based curriculum
- Fresh produce distribution to food and nutrition insecure students and their families
- Bring joy and trauma-informed food literacy teaching approach to promote resilience

# Food Literacy Month

September 2022

## 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 schools, where we conduct our Veggie of the Year competition.

## Sponsorship Benefits

- Impact 1500+ 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: 3,837
- Email newsletter subscribers: 3,862
- Facebook: 6,426
- Twitter: 2,423
- Instagram: 4,185



# Matching Gift Option - \$5,000

Let us leverage your donation! During Food Literacy Month, 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 4 email newsletters
- Logo displayed at event
- 3 tags/mentions in social media posts mentioning matching sponsors
- 1 tag/mention 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
- Listed in our 2022-2023 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!**

**Contact our office to learn more!**

**Office phone:** (916) 476-4766

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