



Food Literacy Month



Food Literacy Month Sponsorships
September 2023

About Food Literacy Center

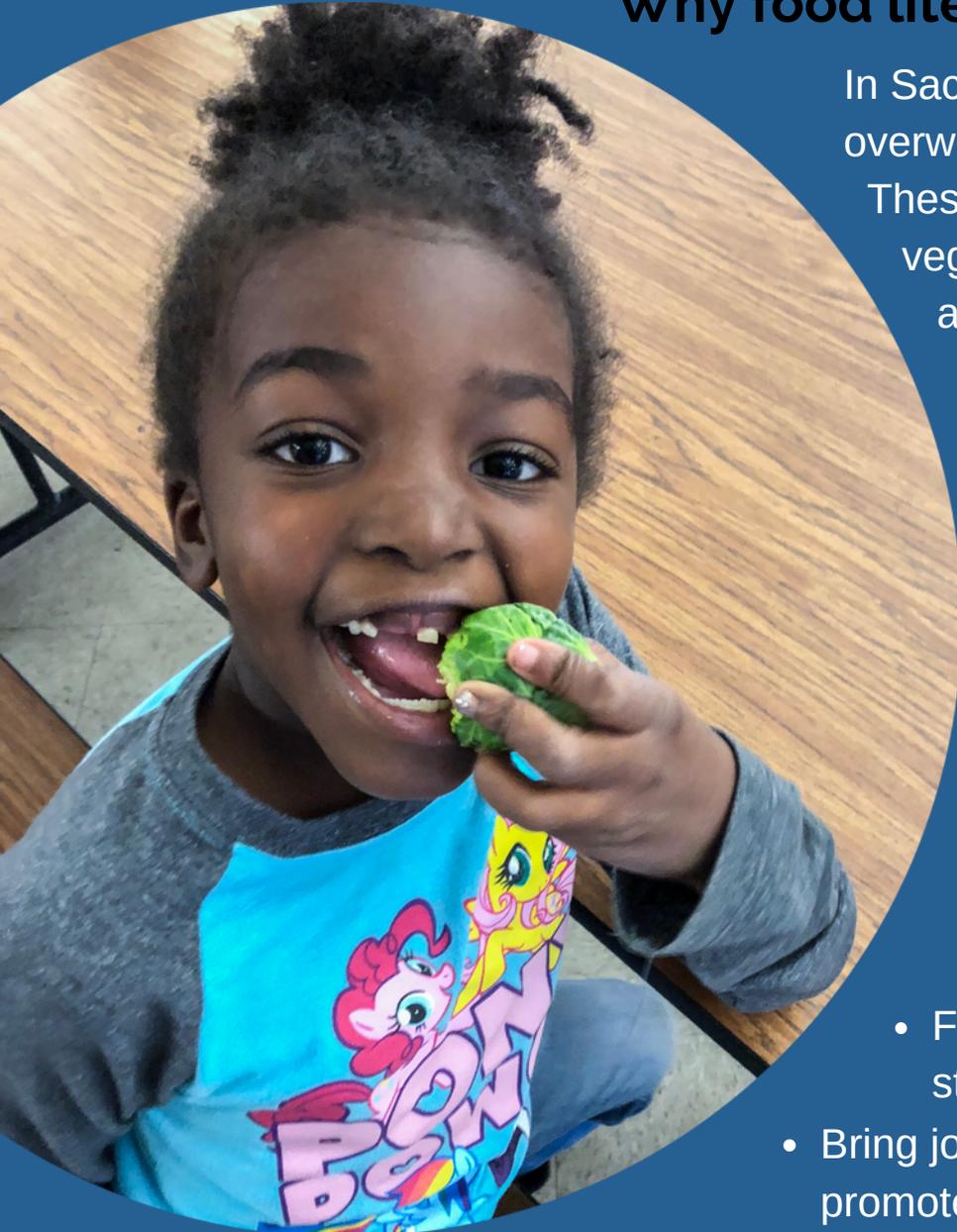
Why food literacy is needed:

In Sacramento, 40% of kids suffer from childhood obesity or are overweight. This directly increase 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 2023

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: 6,478
- Twitter: 2,385
- Instagram: 4,416



Presenting Sponsor - \$25,000

- Exclusive positioning as Presenting Sponsor, acknowledged as "Presented by...."
- Prominent logo recognition at event, in press release, on event webpage, and in all campaign emails
- 24 tags/mentions in social media posts across 3 social media channels
- Exclusive VIP opportunities for company representatives at Veggie of the Year Chefs Competition Event
- Logo on Our Funders webpage
- 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.

Platinum Sponsor - \$10,000

- Logo recognition on event webpage and logo recognition in ALL newsletters
- Logo prominently displayed at the event
- Minimum 15 tags/mentions across 3 social media channels
- Logo on Our Funders webpage
- Listed in our 2022-2023 Annual Report
- Exclusive VIP opportunities for company representatives at Veggie of the Year Chef's Competition Event



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Gold Sponsor - \$5,000

- Logo recognition on event webpage and logo recognition in ALL newsletters
- Logo displayed at the event
- Minimum 9 tags/mentions across 3 social media channels
- Logo on Our Funders webpage
- Listed in our 2022-2023 Annual Report
- Exclusive VIP opportunities for company representatives at Veggie of the Year Chef's Competition Event

Silver Sponsor - \$2,500

- Name recognition on event webpage and name recognition in ALL newsletters
- Name displayed at the event
- Minimum 6 tags/mentions across 3 social media channels
- Listed in our 2022-2023 Annual Report
- Exclusive VIP opportunities for company representatives at Veggie of the Year Chef's Competition Event



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Bronze Sponsor - \$1,000

- Name recognition on event webpage and name recognition in ALL newsletters
- Name displayed at the event
- Minimum 3 tags/mentions across 3 social media channels
- Listed in our 2022-2023 Annual Report



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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!

Contact our Marketing & Communications Director to learn more!

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