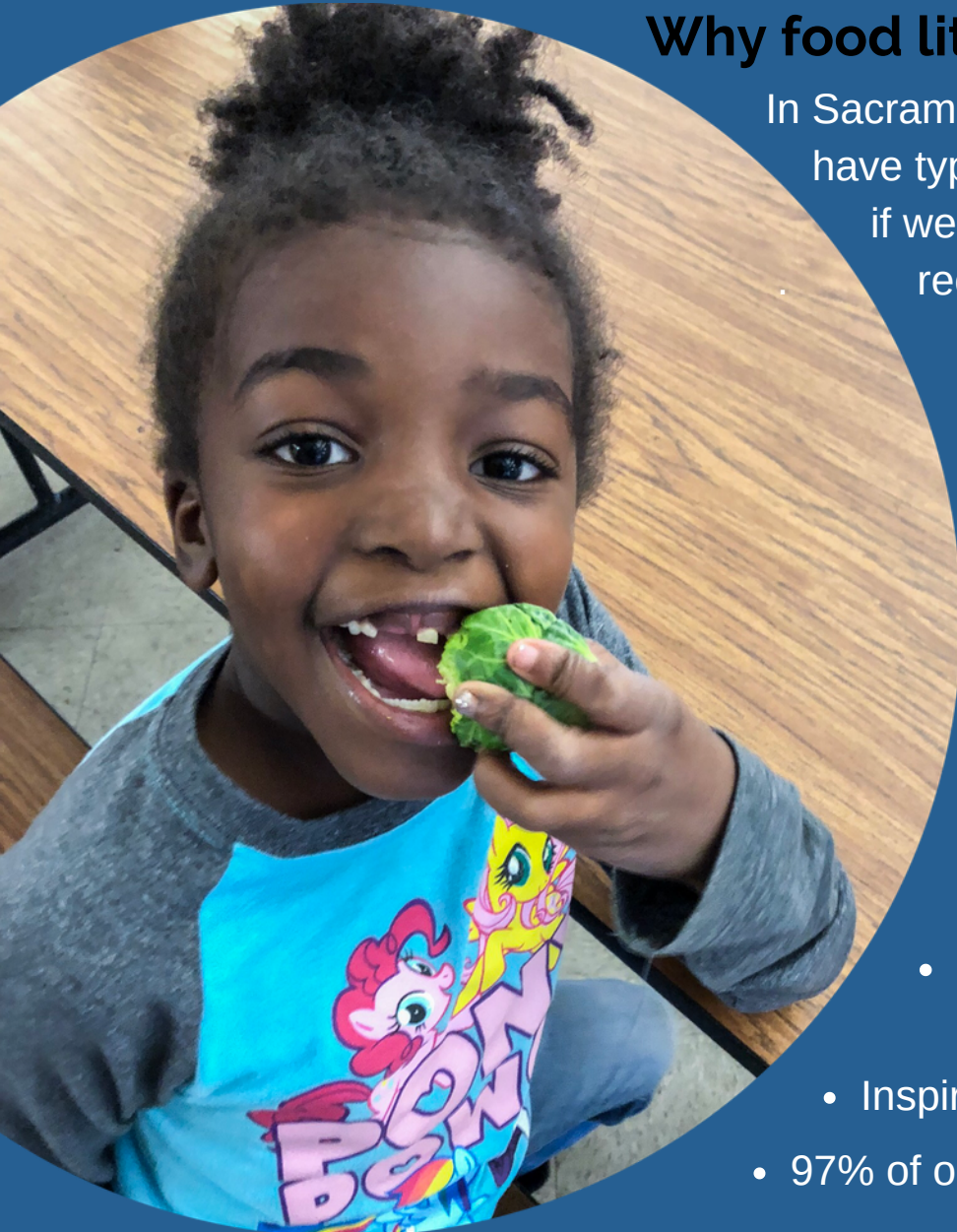




Food Literacy Center

**Fund-a-School Holiday Campaign
November & December 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

Fund-a-School Holiday Campaign

November & December 2020

Event Overview

Fund-a-School Holiday Campaign is an annual fundraising and marketing campaign designed to raise funds to support our food literacy's program for the new school year. During the months of November and December, we'll promote your company across our social platforms. We'll ask the community to match dollar-for-dollar until we reach our goal.

Matching Sponsor Benefits

- Two months of brand awareness and social media exposure
- Impact 400+ children and their families
- Brand reach and 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+)
- Geographic area: Greater Sacramento Area
- Brand exposure to over 5,000 donors & community members



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 event website, email newsletters and social networking campaigns
- Dedicated Facebook or Instagram post highlighting your business
- Tag/mention in social media posts
- Inclusion in media kit provided to our partners for social sharing
- Logo on Our Funders webpage
- Listed in our 2020-2021 Annual Report

Gold Sponsor - \$5,000

- Logo recognition on event website and email newsletters
- Logo recognition on social networking campaigns
- Dedicated Facebook or Instagram post highlighting your business
- 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.

Silver Sponsor - \$2,500

- Logo recognition on event website and email newsletters
- Logo recognition on social networking campaigns
- Tag/mention 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
- Listing recognition on social networking campaigns
- 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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