



Food Literacy Center

Giving Tuesday Sponsorships
November 30, 2021

About Food Literacy Center

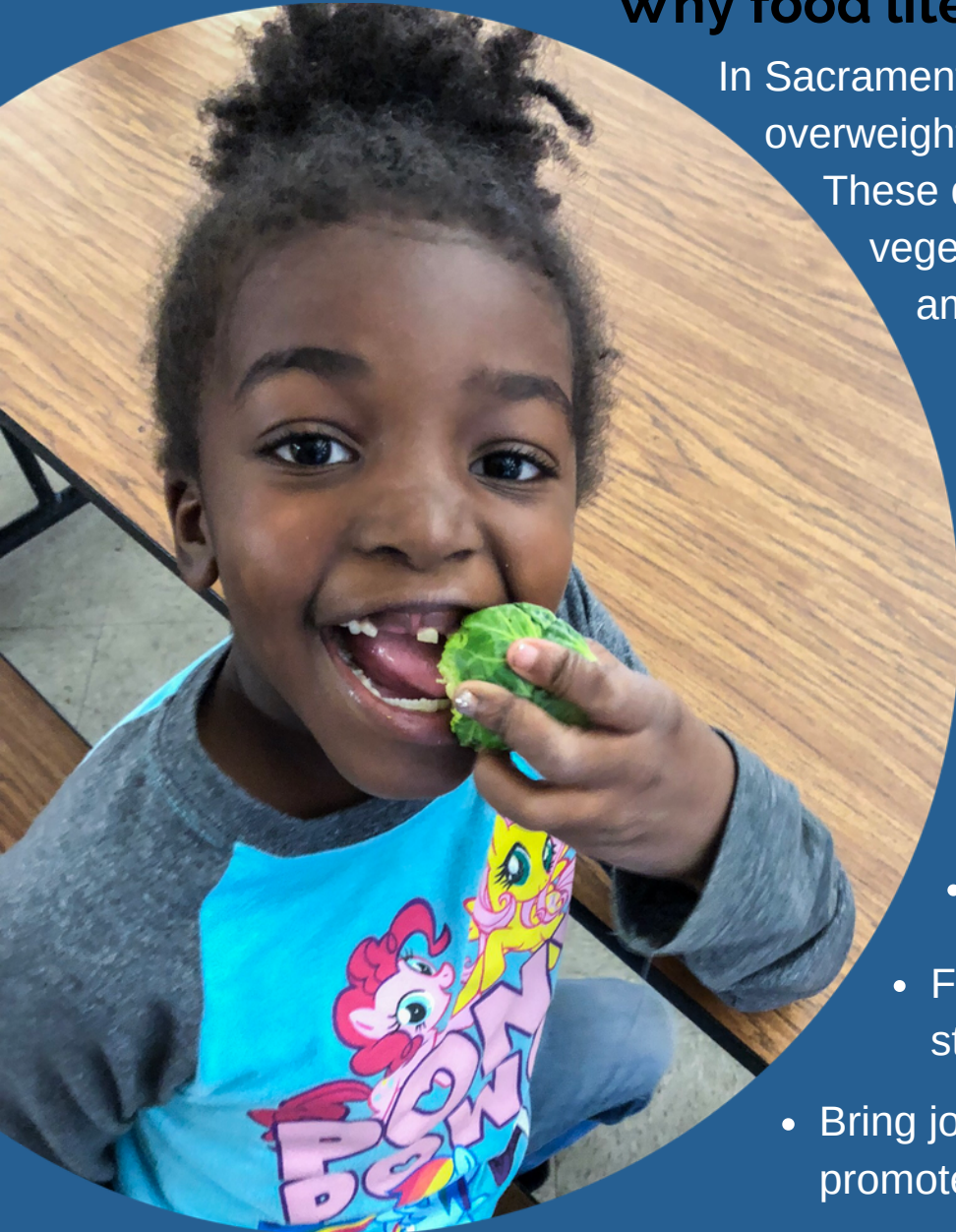
Why food literacy is needed:

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



Giving Tuesday

November 30, 2020

Event Overview

Giving Tuesday is a global day of giving. Fueled by the power of social media and collaboration, our community will come together for one special day to support and champion food literacy education. Matching gifts are a powerful tool. When matching gifts are mentioned, there is a 71% increase in response and the average gift amount increases 51%.

Matching Sponsor Benefits

- Increase brand awareness and media exposure
- 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: 4,092
- Facebook: 5,681
- Twitter: 2,440
- Instagram: 3,834

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, Instagram and blog post highlighting your business
- Tag/mention in social posts mentioning matching sponsors
- Opportunity for co-branded social media content
- Inclusion in media kit provided to our partners for social sharing
- Logo on Our Funders webpage
- Listed in our 2021-2022 Annual Report

Gold Sponsor - \$5,000

- Logo recognition on event website and email newsletters
- Dedicated Facebook or Instagram post highlighting your business
- Tag/mention in social posts mentioning matching sponsors
- Inclusion in media kit provided to our partners for social sharing
- Logo on Our Funders webpage
- Listed in our 2021-2022 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
- Tag/mention in social posts mentioning matching sponsors
- Inclusion in media kit provided to our partners for social sharing
- Logo on Our Funders webpage
- Listed in our 2021-2022 Annual Report

Bronze Sponsor - \$1,000

- Listing recognition on event website and email newsletters
- Tag/mention in social posts mentioning matching sponsors
- Logo on Our Funders webpage
- Listed in our 2021-2022 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!

Jaime Wilson
Brand & Development Director
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