



# Food Literacy Center



**Kids Spring Farmers Market Sponsorships  
May 2021**



# About Food Literacy Center

---

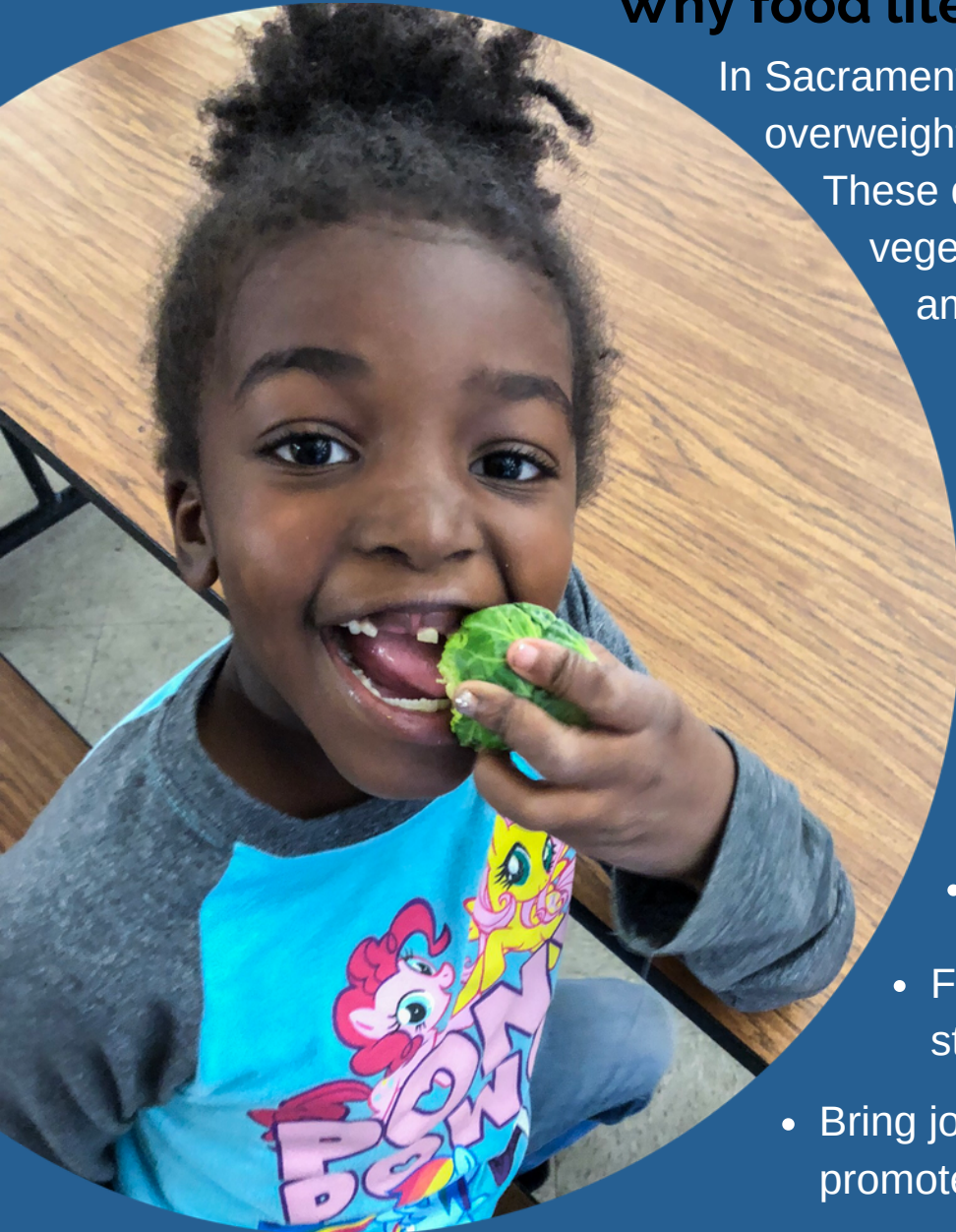
## Why food literacy is needed:

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



# Kids Spring Farmers Market

**May 2021**

## Event Overview

The Kids Holiday Farmers Market provides fresh fruits and vegetables to families who are food and nutrition insecure paired with kid-friendly cooking tools. The event is a drive-through style pick up due to COVID-19, but the goal is the same—set up our students to practice food literacy at home. We do our part to teach these kids healthy habits throughout the school year and want to help them practice healthy eating and cooking with their families. Your sponsorship supports critical mission-focused operations to reach our kids and families in need.

## Event Sponsor Benefits

- Impact 100+ 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: Children (grades K-6), low-income families, male and female adults (aged: 18+)
- Geographic area: South Sacramento
- 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
- Support acknowledged in all outgoing press releases regarding Kids Spring Farmers Market event
- Dedicated Facebook or Instagram post highlighting your business
- Tag/mention in social media posts
- Photos taken at event 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 2021-2022 Annual Report

## Gold Sponsor - \$5,000

- Logo recognition on event website and email newsletters
- Logo in all event promotion, including signage
- Dedicated Facebook or Instagram post highlighting your business
- Tag/mention in social media posts
- Opportunity for volunteers/company representatives to participate in the Kids Spring Farmers Market
- 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
- Logo in all event promotion, including signage
- Tag/mention in social media posts
- Logo on Our Funders webpage
- Listed in our 2021-2022 Annual Report

# Bronze Sponsor - \$1,000

- Listing recognition on event website and email newsletters
- Listed in all event promotion, including signage
- Tag/mention in social media posts
- 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.



# 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

[jaime@foodliteracycenter.org](mailto:jaime@foodliteracycenter.org)

