



Food Literacy Center



Sponsorship Opportunities

2021

About Food Literacy Center

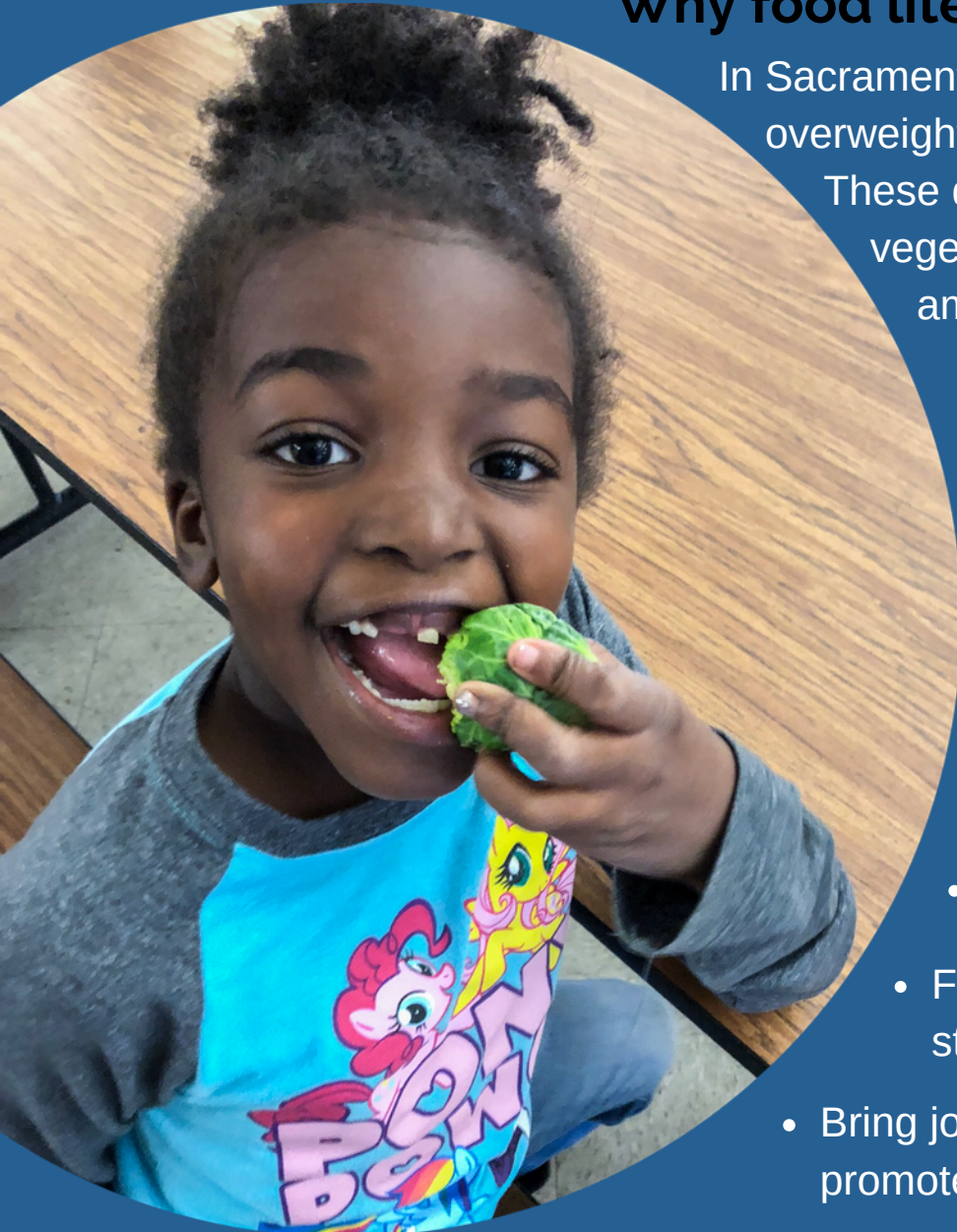
Why food literacy is needed:

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



Benefits of Sponsorship

Overview

Food Literacy Center has a strong brand and wide audience reach that will benefit your business and show your community engagement in our close-knit Sacramento market. Sponsors enjoy positive marketing geared towards a smart, engaged audience. Our events are colorful, joyful, and provide feel-good recognition while supporting kids at the greatest risk for diet-related disease. You will help us build the next generation of healthy kids!

Sponsor Benefits

- Impact children in low-income schools 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), families, 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

Cooking School & Headquarters

Featured 2-Year Sponsorship

We will be moving into our new center in fall 2021! The new space will be home to our cooking school, headquarters, and student gardens, allowing us to increase our programs.

This ambitious and first-of-its-kind project is in partnership with the Sacramento City Unified School District (SCUSD), the City of Sacramento, and The Mill at Broadway, which neighbors the school campus.

Your multi-year support will be a substantial investment in an underserved community, bringing hands-on cooking education to thousands of children and community members.

Recognition

- Ribbon Cutting in fall 2021
- One-year Anniversary in fall 2022
- Ongoing recognition for two years



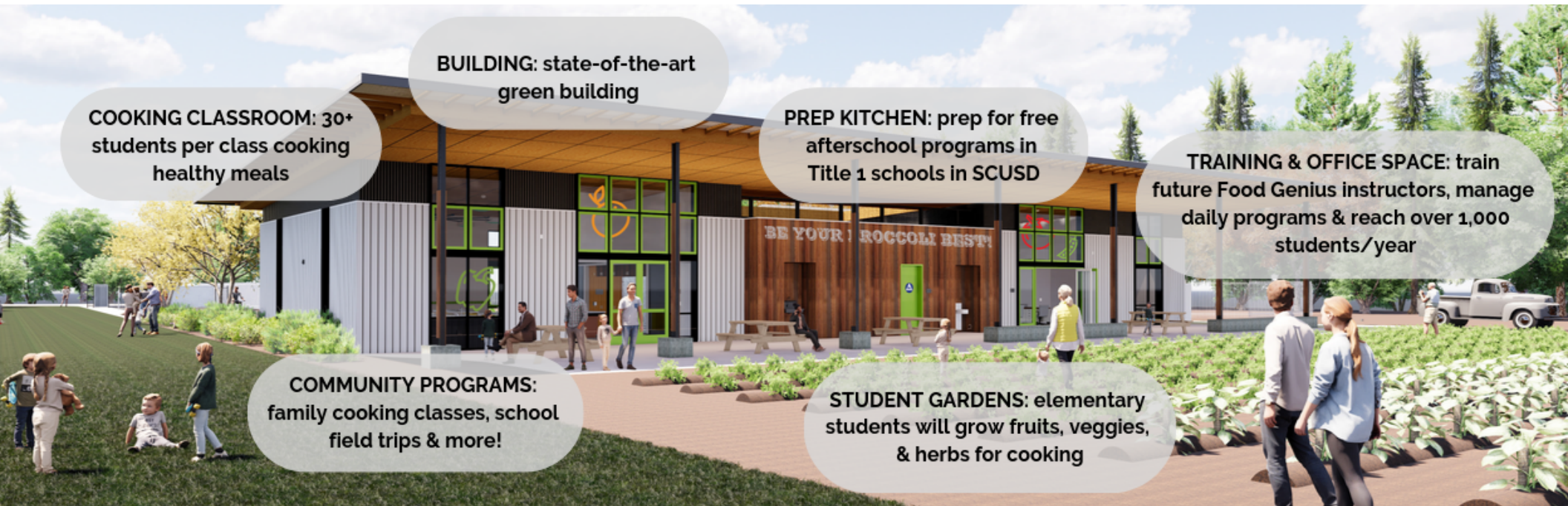
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[Corporate Sponsorship Levels - PDF](#)



[Personal Sponsorship Levels - PDF](#)





May 6, 2021



May 2021



September 2021

Big Day of Giving

Big Day of Giving is an annual 24-hour giving challenge that brings hundreds of local nonprofits together to raise much needed funds. Matching gift sponsors receive an abundance of social media recognition. When matching gifts are mentioned, there is a 71% increase in response and the average gift amount increases 51%.

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Kids Spring Farmers Market

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.

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Food Literacy Month & Veggie of the Year

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 with community crowdfunders, via social media, email newsletters, our website, and in four schools, where we host the Veggie of the Year competition.

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Funds support Food Literacy Center's mission of inspiring kids to eat their vegetables through free afterschool programs in low-income schools.



Nov & Dec 2021

Holiday Campaign

Fund-a-School Holiday Campaign is an annual fundraising and marketing campaign designed to raise funds to support our food literacy 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.

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November 30, 2021

Giving Tuesday

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. Your matching gift sponsorship will significantly increase donations and have a large social media reach with mentions and tags.

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December 2021

Kids Holiday Cooking Kits

The Kids Holiday Cooking Kit event provides a colorful set of kid-friendly cooking tools paired with a recipe kit filled with fresh fruits and vegetables. 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.

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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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