

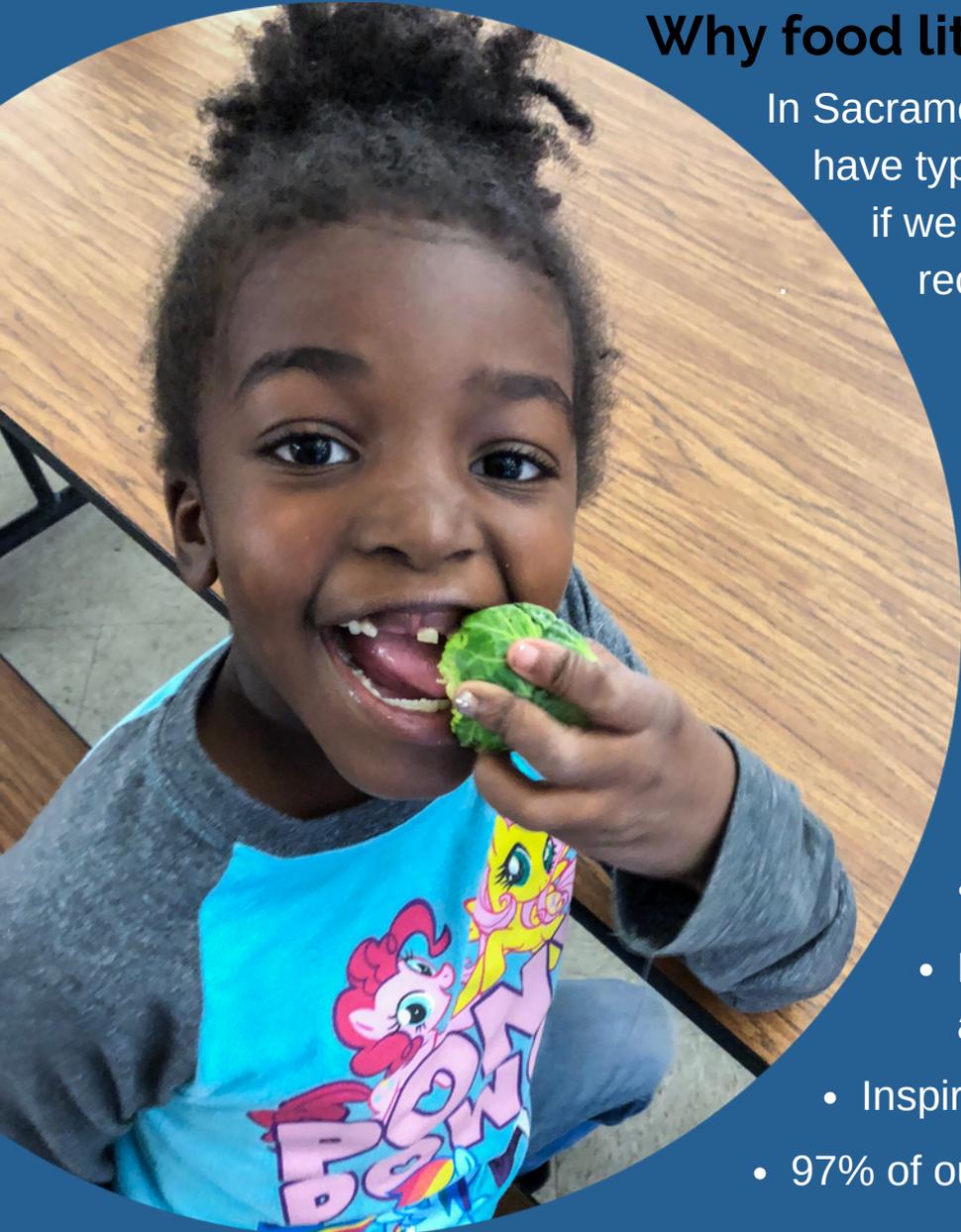


Food Literacy Center



**Kids Spring Farmers Market Sponsorships
May 27, 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

Kids Spring Farmers Market

May 27, 2020

Event Overview

The Kids Spring Farmers Market is a celebration of the end of our 14-week curriculum. During the event, students at a low-income school will shop at a mini-farmers market and choose their favorite fruits and veggies to take 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.

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: 4,095
- 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
- Support acknowledged in all outgoing press releases regarding Kids Spring Farmers Market
- 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 2020-2021 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 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 in all event promotion, including signage
- 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
- Listed in all event promotion, including signage
- 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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