



Food Literacy Center



**Kids Spring Farmers Market Sponsorships
2023**

About Food Literacy Center

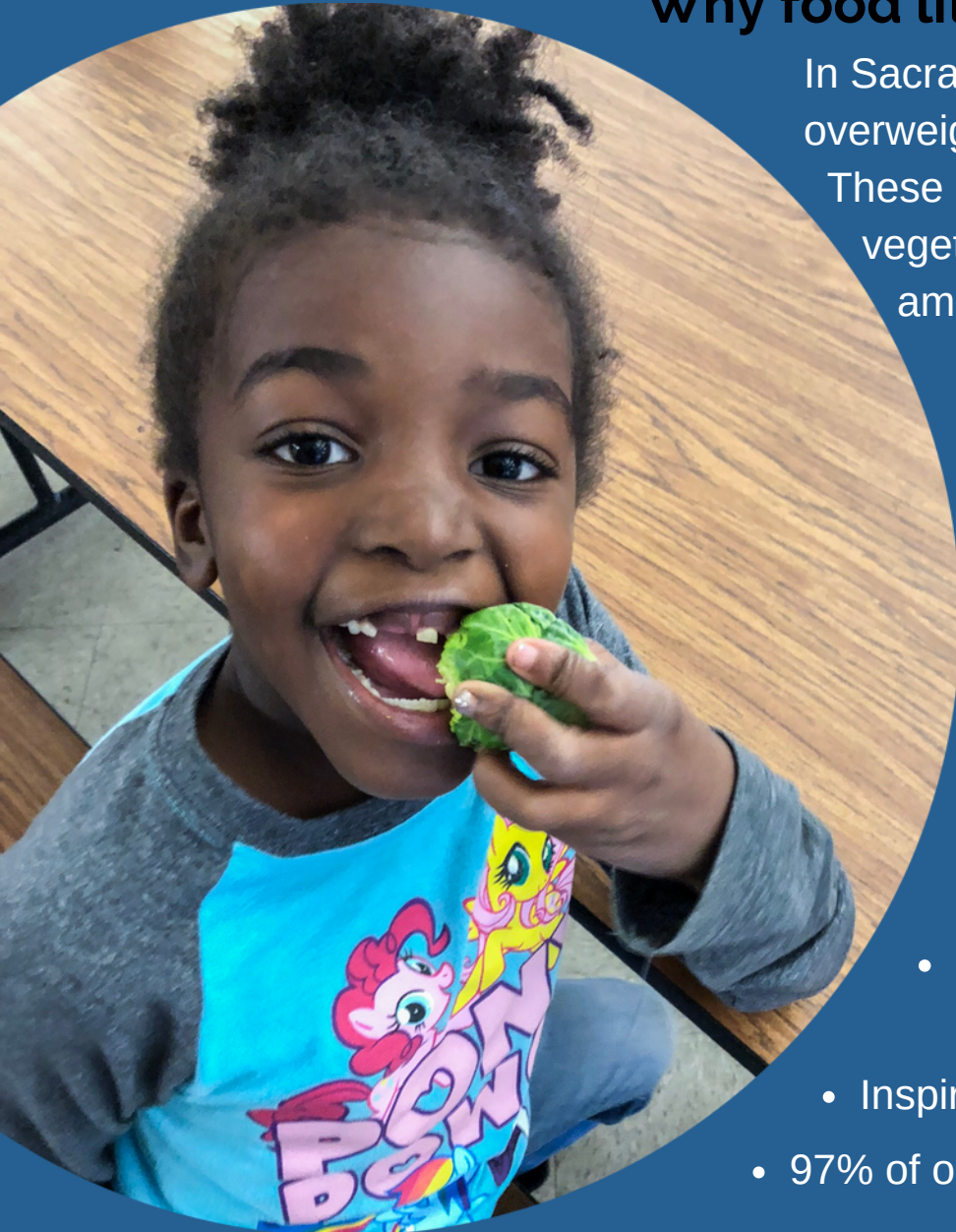
Why food literacy is needed:

In Sacramento, 40% of kids 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 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, gardening and nutrition classes
- 8-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

Spring 2023

Event Overview

The Kids Spring Farmers Market is a celebration of the end of our 8-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 300 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: 3,837
- Email newsletter subscribers: 3,862
- Facebook: 6,426
- Twitter: 2,425
- Instagram: 4,183

Sponsor - \$10,000

- Logo recognition on event webpage and logo recognition in ALL newsletters
- Logo prominently displayed at the event
- Minimum 15 tags/mentions across 3 social media channels
- Logo on Our Funders webpage
- Listed in our 2022-2023 Annual Report

Sponsor - \$5,000

- Logo recognition on event website and one email newsletter
- Logo displayed at the event
- 9Tags/mentions across 3 social media channels
- Opportunity for volunteers/company representatives to participate in the Kids Spring Farmers Market
- Listed in our 2022-2023 Annual Report

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



Sponsor - \$2,500

- Name recognition on event webpage and name recognition in ALL newsletters
- Name displayed at the event
- Minimum 6 tags/mentions across 3 social media channels
- Listed in our 2022-2023 Annual Report

Sponsor - \$1,000

- Name recognition on event webpage and name recognition in ALL newsletters
- Name displayed at the event
- Minimum 3 tags/mentions across 3 social media channels
- Listed in our 2022-2023 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!

Contact our Marketing & Communications Director to learn more!

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