

2017 FOOD & WINE GALA

A BENEFIT FOR VEGGIE U

Dear Friend,

The Veggie U Board of Directors is pleased to announce that our annual fundraising event will be held on **Saturday, September 30, 2017, 7:00 pm - 11:00 pm** at the 925 Building located at 925 Euclid Avenue in the heart of downtown Cleveland.

The 2017 Veggie U Food & Wine Gala expects to host approximately 400 guests who will enjoy enticing Cleveland chef stations, intriguing selections of wines and craft beer, live entertainment, a silent auction and wine pull -- all in the majestic main hall of the historic former Huntington Bank Building.

Veggie U is a national 501(c)3, non-profit that supplies Classroom Gardens to help "GROW" healthy children. We believe that every child deserves to understand that the foods they choose to eat will affect their health for a lifetime.

- Children today are often unaware of how their food gets to their plates and many have never planted a seed, watched a plant grow or eaten vegetables right from a garden.
- The concept that there is a direct connection between what they eat and how healthy they are is often unknown to them.
- The skyrocketing rates of childhood obesity and related diseases in communities across the country are testament to the need for programs that address these issues at a grass roots level.

Veggie U is a unique, in-classroom, gardening and nutrition experience, complete with 25 standards-based lessons. It requires no outdoor space and teachers have the flexibility to integrate lessons regardless of the season. Veggie U serves 2nd and 3rd grade children throughout Northeast Ohio – including Cleveland, Akron, Canton, Elyria and Toledo public school districts – and classrooms in 35 additional states around the country.

Your event sponsorship dollars will sustain the year-to-year operations of placing new and refill gardens in elementary classrooms, and help us expand our reach to Special Needs classrooms with our Veggie U A+ program – created and launched specifically to meet the needs of children with special needs.

Please review the attached sponsorship opportunities. I appreciate your support and am hopeful you will join us this year to help us further our mission and positively impact the health of future generations. Thank you for your consideration of our request and please don't hesitate to contact me should you have any questions.

Cordially,



Nadia Clifford
Executive Director, Veggie U



Veggie U

is needed because:

The percentage of children aged 6–11 years in the United States who were obese increased from 7% in 1980 to nearly 18% in 2012. In some communities, that figure rose to above 30%.

About 34% of all children and adolescents, aged 2 to 19, regardless of income, consume fast food on a given day.

One quarter of all vegetables eaten by elementary students is French fries.

Schools have expanded fruit and vegetable choices for students, yet only 8.1% of American children consume the recommended vegetable targets each day.

Typically, elementary students today receive an average of only 3.4 hours of nutrition education in a school year.

According to the American Journal of Lifestyle Medicine, interactive, garden-based curricula can help increase preference for, and consumption of, a variety of vegetables and fruits.

440.744.VEGG (8344)
info@veggieu.org



184 North Oberlin Road
Oberlin, Ohio 44074



veggieu.org
@veggieu



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Veggie U Sponsorship Opportunities

We are proud to have you as a partner and are grateful for your support!

Veggie U is a national non-profit whose mission is to promote healthy eating by providing indoor Classroom Gardens and a standards-based, five-week science and nutrition program to elementary and special needs students. Children participating in Veggie U experience growing food, discovering the science of raising plants, tasting what they've grown and learning the benefits of making healthful food choices. Teaching children that healthy soil makes healthy vegetables makes healthy kids is the successful path to changing and sustaining life-long attitudes towards healthful eating. Veggie U knows that exposure to growing vegetables is what brings about understanding, and understanding is what brings about change.

Veggie U's largest single program expense is the production and placement of NEW and REFILL classroom gardens. Only 20% of classroom gardens are currently purchased by schools – the remaining 80% are funded through the generosity of Veggie U sponsors, donors and foundations.

15 Carrot Presenting Sponsor

\$15,000

- 20 Guests with Reserved Seating at the Veggie U Food & Wine Gala - 2017
- Prominent display of your sponsorship designation on event signage
- Prominent representation of your sponsorship designation on event multimedia displays
- Donor/company name and logo listed as 15 Carrot Sponsor in event program
- Prominent display of company name/logo/linkage on Veggie U website for one year
- Ten Social Media posts on Facebook or Twitter during event promotion
- Named mention in Veggie U press releases for 2017
- Listed in pre-publicity for event including identification as presenting sponsor



This Sponsorship also includes:

- 6 classroom gardens co-branded and placed in your company name
- Photos of your co-branded classroom gardens with student interaction for your use
- One press opportunity at Veggie U selected school with designated leadership/key employees



Help us reach 25,000 students in the 2017-2018 school year.

Partner with Veggie U and help us GROW a healthier generation of children.



10 Carrot Presenting Sponsor

\$10,000

- Sixteen Guests with Reserved Seating at the Veggie U Food & Wine Gala - 2017
- Prominent display of your sponsorship designation on event signage
- Prominent representation of your sponsorship designation on event multimedia displays
- Donor/company name and logo listed as 10 Carrot Sponsor in event program
- Prominent display of company name/logo/linkage on Veggie U website for one year
- Six Social Media posts on Facebook or Twitter during event promotion
- Named mention in Veggie U press releases for 2017 event
- Listed in pre-publicity for event including identification of sponsorship

This Sponsorship also includes:

- 4 classroom gardens co-branded and placed in your company name
- Photos of your co-branded classroom gardens with student interaction for your use



5 Carrot Presenting Sponsor

\$5,000

- Ten Guests with Reserved Seating at the Veggie U Food & Wine Gala -2017
- Prominent representation of your sponsorship designation on event multimedia displays
- Donor/company name & logo listed as a 5 Carrot Sponsor in event program
- Display of company name/logo/linkage on Veggie U website for one year
- Four Social Media posts on Facebook or Twitter during event promotion
- Named mention in Veggie U press releases for 2017 event



2.5 Carrot Presenting Sponsor

- Six Tickets to the Veggie U Food & Wine Gala - 2017
- Donor/company name and logo listed as 2.5 Carrot Sponsor in event program
- Display of company name/logo/linkage on Veggie U website for one year
- Two Social Media posts on Facebook or Twitter during event promotion

1.5 Carrot Presenting Sponsor

\$1,500

- Four Tickets to the Veggie U Food & Wine Gala - 2017
- Donor/Company Name and logo listed as 1.5 Carrot Sponsor in event program

Individual Ticket

\$150

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2017 **F**  **FOOD** & **W**  **WINE** GALA
A BENEFIT FOR **VEGGIE U**

Veggie U Sponsorship Commitment Form

We are proud to have you as a partner and are grateful for your support!

Contact Information

Organization Name: _____
(If applicable, as it should appear on printed materials and on our website)

Contact Name : _____
 (My name should appear on printed materials and on our website)

Title: _____

Address: _____

City/State/Zip: _____

Phone : _____ cell work home

Email: _____ Website: _____

Sponsorship Level

- \$15,000 Investment
- \$10,000 Investment
- \$ 5,000 Investment
- \$ 2,500 Investment
- \$ 1,500 Investment
- In Kind donation (please describe) _____

Payment Options

Enclosed is a check in the amount of \$ _____
Made payable to Veggie U

Please send me an invoice for \$ _____

Please charge \$ _____ to: VISA MasterCard Discover American Express

Account Number : _____ Exp. Date: _____ Security Code: _____

Cardholder Signature: _____

Mail to: Veggie U - Food and Wine Gala, 184 N. Oberlin Road, Oberlin, Ohio 44074

Email: anmarien@veggie.u.org

Call: 440.774.VEGG (8344)

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Veggie U Sponsorship Matrix

We are proud to have you as a partner
and are grateful for your support!

	SPONSORSHIP LEVELS				
SPONSOR BENEFITS	15 Carrot Presenting Sponsor	10 Carrot Presenting Sponsor	5 Carrot Presenting Sponsor	2.5 Carrot Sponsor	1.5 Carrot Sponsor
SEATING					
Reserved Seating with tickets for Gala	20	16	10		
Tickets to Gala				6	4
Co-branded Classroom Gardens*	6	4			
PROMOTIONAL					
Identification as presenting sponsor in pre-event publicity	X	X			
Prominent display of sponsorship designation on event signage	X	X	X		
Prominent representation of sponsorship designation on event multimedia displays	X	X	X		
Named in Veggie U event press releases in 2017	X	X	X		
Social media posts during event promotion	10	6	4	2	
Prominent display of organization name/logo on Veggie U website for one year	X	X	X	X	
Organization name/logo listed as Carrot Sponsor in event program	X	X	X	X	X
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500

* Classroom gardens will be co-branded with your organization name. Your organization will be given photographs of students interacting with the garden and one press opportunity at a Veggie U selected school with organization leadership and key employees.