



VEGGIE U EVENT SPONSORSHIP OPPORTUNITIES 2015

Veggie U is a nationwide nonprofit, headquartered near Cleveland, Ohio, dedicated to increasing children's awareness of healthy food options, and teaching them how real food reaches their plate. We believe children who are exposed to growing their own food are more likely to include vegetables in their diet. Our organization supplies Classroom Gardens and a standards based, five-week science program to elementary and special needs students.

Veggie U classroom gardens include seeds, soil, root view boxes, grow lights, a worm farm, an opportunity to sample tasting vegetables, and a 25-lesson teacher manual with DVD that meets state and national standards for life science. These materials allow the students to see, feel, taste, and experience the process of planting, growing, and harvesting a crop in their classroom. The special Veggie U A+ curriculum has been thoughtfully designed for special needs students and those with Autism Spectrum Disorder. This program is divided into five Field Guides covering farms and farmers, soil and worms, the life cycle of plants, healthy food choices, and creating a harvest party. Over 6,500 Veggie U Classroom Gardens have been placed in 36 states.

Event Sponsorship Objectives

1. Raise operational funds for Veggie U to sustain the mission.
2. Gain and nurture relationships with like-minded supporters.
3. Build awareness for Veggie U.
4. Create benefit for sponsors and partners.
5. Provide a mechanism for sponsors to showcase their support for Veggie U's mission and strengthening their standing as ambassadors for healthy children and healthy communities.

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

Your designation as a Veggie U Event Sponsor will show your commitment to improving the lives of our children and the health of our community. For your generous support, it is our pleasure to provide you with the following opportunities:



“25 Carrot” Presenting Sponsor

Investment \$25,000

- Ten Reserved Tickets to the yearly Veggie U Fundraiser
- 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 25 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 2015
- Listed in pre-publicity for event including identification of sponsorship in all advertising (Cleveland Magazine, Inside Business Magazine, and more TBD)

This Sponsorship also includes:

- Ten classroom gardens co-branded and placed in your company name
- Photos of your co-branded classroom gardens with student interaction for your use
- Coordinated publicity opportunity at Veggie U selected school and sponsor leadership/key employees

“15 Carrot” Sponsor

Investment \$15,000

- Eight Reserved Tickets to the yearly Veggie U Fundraiser
- 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
- Six Social Media posts on Facebook or Twitter during event promotion
- Named mention in Veggie U press releases for 2015 event
- Listed in pre-publicity for event including identification of sponsorship in advertising (Cleveland Magazine, Inside Business Magazine, and more TBD)

This Sponsorship also includes:

- Six classroom gardens co-branded and placed in your company name
- Photos of your co-branded classroom gardens with student interaction for your use
- Coordinated publicity opportunity at Veggie U selected school and sponsor leadership/key employees

“10 Carrot” Sponsor

Investment \$10,000

- Four Reserved Tickets to the yearly Veggie U Fundraiser
- Prominent representation of your sponsorship designation on event multimedia displays
- Donor/company name & logo listed as 10 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 2015 event

This Sponsorship also includes:

- Four classroom gardens co-branded and placed in your company name
- Photos of your co-branded classroom gardens with student interaction for your use
- Coordinated publicity opportunity at Veggie U selected school and sponsor leadership/key employees

“5 Carrot” Sponsor

Investment \$5,000

- Two Reserved Tickets to the yearly Veggie U Fundraiser
- Donor/company name and logo listed as 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

Contact Veggie U Business Development Manager, Megan Granson, at (216) 789-8111 or MeganG@VeggieU.org.