



YOU'RE INVITED TO SPONSOR THE 2021 SEEDLING SOIRÉE

MAY 1, 2021

5:30 - 7:30 PM

2525 N Avenue, National City, CA 91950

www.olivewoodgardens.org

Olivewood Gardens and Learning Center is entering our second decade of inspiring youth and adults to be healthy and active citizens through education, access, and advocacy championing health equity. In 11 years, we have had over **100,000 visitors** to our garden.

- We serve up to 1700+ students annually through our Children's Garden and Nutrition Education program,
- Engage high school volunteers and interns through our three youth leadership programs,
- Lead adults through multi-week transformational cooking, nutrition, and community building programs, and
- Support over 275 'Kitchenista®' graduates in the community – many of whom participate in our monthly programs to continue their leadership and health journeys.

Olivewood Gardens is located in National City on 7.85 acres of property. Over the past year Olivewood has increased our food production to meet the needs of the community during the challenges of the Covid-19 pandemic, and have maintained our program reach through pre-recorded and live virtual programs for kids, families, and adults. **In 2020, we distributed over 6600 lbs of Olivewood grown produce** at our weekly produce stand, and had over 30,000 hits on our virtual programs.

The Seedling Soirée is our largest event of the year. This year will be a virtual event featuring the feature-length documentary: "The Kitchenistas" highlighting graduates of Olivewood's Cooking for Salud® program. Guests will have the opportunity to enjoy curated, packaged drinks, appetizers, and dinner showcasing Olivewood Kitchenistas, chefs, and cocktail makers. This celebration highlights the new and future growth of our garden and nutrition education center.



*We are serious
about changing
the conversation
around health
conditions &
healthy food
access in our
community, both
locally and
county-wide.*



BECOME A SPONSOR

Give your current and prospective customers a unique perspective on your business. Sponsors of the **2021 Seedling Soirée** receive direct exposure to key decision makers through our full-color event program, website, logo display during virtual event, and verbal recognition. In addition, sponsors receive repeated exposure to our mailing list in the months leading up to and following the event, and through social media.

WHO WE REACH:

- 250 guests
- 1000 mailed event invitation households
- Over 4,600 Facebook followers and over 2,600 Instagram followers
- Over 10,000 impressions on 2019 Facebook Soirée ad
- 6,200 person monthly e-newsletter distribution (business owners, philanthropists, corporations, volunteers and friends of Olivewood Gardens)

2019 Soirée Media Hits

- TV outlets: Featured on CBS 8, Fox 5, KUSI, and NBC
- Web & printed outlets: Pacific San Diego, Edible San Diego, San Diego Magazine, San Diego Union Tribune, U-T Community Spotlight

Join Olivewood's growing community!



SPONSORSHIP OPPORTUNITIES

**Customized opportunities available upon request*

HARVEST SPONSOR (\$10.000)

- Complete Soirée package including film viewing, drink & appetizer kits, and dinner for 10 (delivered to table sponsor)
- A special virtual or in-person farm to table cooking class for 10
- Prominent logo placement and acknowledgement in printed & web materials

GROWTH SPONSOR (\$5.000)

- Complete Soirée package including film viewing, drink & appetizer kits, and dinner for 10 (delivered to table sponsor)
- A special virtual or in-person tour of Olivewood's facility
- Acknowledgement in printed & web materials

CULTIVATION SPONSOR (\$2.500)

- Complete Soirée package including film viewing, drink & appetizer kits, and dinner for 8 (delivered to table sponsor)
- Acknowledgement in printed & web materials

HONORARY COMMITTEE (\$500)

- 1 VIP complete Soirée package including film viewing, drink & appetizer kits, and dinner (delivered)
- Acknowledgement in printed & web materials

SEEDLING SUPPORTER (\$200)

- 1 complete Soirée package including film viewing, drink & appetizer kits, and dinner for 1 (pick-up)

ADVENTUROUS EATER (\$100)

- Event & film viewing, one cocktail & appetizer kit (pick-up)





UNDERWRITING OPPORTUNITIES

All underwriting opportunities will be mentioned during live event broadcast

DINNER SPONSOR (\$5.000) :

Logo included during virtual event, acknowledgement on website and in Seedling Newsletter, 1/2 page recognition in event program, 12 film screening tickets

TECHNOLOGY SPONSOR (\$5.000) :

Logo included during virtual event, acknowledgement on website and in Seedling Newsletter, 1/2 page recognition in event program, 12 film screening tickets

COCKTAIL & APPETIZER SPONSOR (\$3.000) :

Logo included during virtual event, acknowledgement on website and in Seedling Newsletter, 1/4 page recognition in event program, 10 film screening tickets

EVENT PROGRAM SPONSOR (\$2.500) :

Logo included during virtual event, acknowledgement on website and in Seedling Newsletter, 1/4 page recognition in event program, 8 film screening tickets

EVENT PACKAGING SPONSOR (\$2.500) :

Logo included during virtual event, acknowledgement on website and in Seedling Newsletter, 1/4 page recognition in event program, 8 film screening tickets

DELIVERY SPONSOR (\$2.500) :

Logo included during virtual event, acknowledgement on website and in Seedling Newsletter, 1/4 page recognition in event program, 8 film screening tickets

www.olivewoodgardens.org/seedling-soiree

Call or email today for tickets, underwriting & sponsorship opportunities:

claire@olivewoodgardens.org OR

(858) 414-2596

