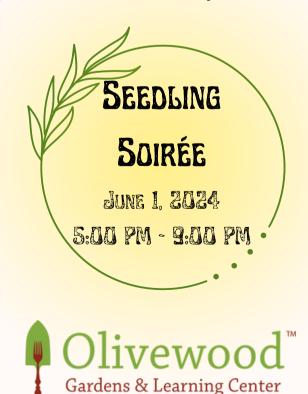


OLIVEWOOD GARDENS AND LEARNING CENTER HAS BEEN INSPIRING HEALTHY COMMUNITIES THROUGH EDUCATION, ACCESS, AND ADVOCACY AND CHAMPIONING HEALTH EQUITY FOR 14 YEARS.

- We serve nearly 5,000 National School District students through year-round garden-based nutrition education.
- Engage 100+ high school students through community service and internships focusing on sustainable urban agriculture, nutrition, job skills, and more.
- Lead adults through Cooking for Salud, our multi-week transformational nutrition and community building program.
- Support over 500 'Kitchenista®' graduates in the community through ongoing personal and professional development programs.
- Collaborate with diverse partners to advance food and environmental justice.

You're invited to sponsor the





EVENT OVERIEW

The Seedling Soirée is Olivewood's largest fundraising event of the year and aims to strengthen our community, celebrate our collective impact, and bring in support for our programs.

The event features:

- Forage & Feast: Curated eats and drinks showcasing Olivewood Kitchenistas, high school interns, local chefs, & cocktail makers
- Mission-oriented, adult friendly
- Silent and Live auctions
- A seated Dessert & Program



BECOME A SPONSOR

Sponsors of the **2024 Seedling Soirée** receive direct exposure to a diverse and regional audience through:

- Full-color event program
- Event webpage
- Slideshow during event
- Verbal recognition during event
- Email Marketing & Social Media Exposure



WHO WE REACH

275 guests
1500 mailed event invitation households
Nearly 10,000 social media followers
6,300 person monthly e-newsletter
distribution (business owners,
philanthropists, corporations, volunteers,
and friends of Olivewood Gardens)

Previous Years 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



SPONSORSHIP OPPORTUNITIES

*Customized opportunities available upon request

HARVEST SPONSOR (\$10,000)

- Event entry and seated dessert table for 10
- Prominent logo placement and acknowledgement in printed & web materials
- Custom options available

GROWTH SPONSOR (\$5,000)

- Event entry and seated dessert table for 10
- Acknowledgement in printed & web materials
- Custom options available

CULTIVATION SPONSOR (\$2,500)

- Event entry and seated dessert table for 8
- Acknowledgement in printed & web materials

HONORARY COMMITTEE (\$500)

- VIP event entry for 1
- Acknowledgement in printed & web materials

SEEDLING SUPPORTER (\$250)

• Event entry for 1

GARDEN LOVER - SLIDING SCALE PRICING

Accessible event entry for 1







UNDERWRITING OPPORTUNITIES

All underwriting opportunities will be mentioned during live event **MEAL SPONSOR (\$5,000)**:

Logo included during event, acknowledgement on website and in Seedling Newsletter, 1/2 page recognition in event program, 8 event tickets

TECHNOLOGY SPONSOR (\$5,000):

Logo included during event, acknowledgement on website and in Seedling Newsletter, 1/2 page recognition in event program, 8 event tickets

DRINK SPONSOR (\$3,000):

Logo included during event, acknowledgement on website and in Seedling Newsletter, 1/4 page recognition in event program, 5 event tickets

EVENT PROGRAM SPONSOR (\$2,500):

Logo included during event, acknowledgement on website and in Seedling Newsletter, 1/4 page recognition in event program, 5 event tickets

EVENT PACKAGING SPONSOR (\$2,500):

Logo included during event, acknowledgement on website and in Seedling Newsletter, 1/4 page recognition in event program, 5 event tickets

RENTAL SPONSOR (\$2,500):

Logo included during event, acknowledgement on website and in Seedling Newsletter, 1/4 page recognition in event program, 5 event tickets





www.olivewoodgardens.org/seedlingsoiree

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

claire@olivewoodgardens.org OR (619) 434-4281