



**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 OVERVIEW

**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/seedling-soiree](http://www.olivewoodgardens.org/seedling-soiree)

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

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