

Nourish Colorado **CORPORATE SPONSORSHIPS**

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Overview

Nourish Colorado is a 501c3 nonprofit organization reshaping Colorado's food system by shifting the food supply chain into a true food value chain.

We pursue systemic change by engaging in state and federal policy advocacy, managing innovative programs, and developing community partnerships and grassroots networks to employ multiple-win strategies that rebalance the food system and create healthy food environments.

Strengthening nourishing food environments takes all of us. Please join us and support our efforts to ensure equitable access to nourishing food for all Coloradans.

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Colorado Food System

State of the State

1 in 11

Coloradans struggle with hunger, and the rate of food insecurity is substantially higher for single-parent, Black, and Latino households.

More than 17%

of adults eat less than one vegetable per day on average, and 33% eat less than one serving of fruit per day.

Over 55%

of high school students eat less than one vegetable per day on average, and 57% eat less than one serving of fruit per day.



The Issue: Food Inequities

Primary challenges that our work aims to address:



Compromised Nutrition
Economic insecurity and limited individual purchasing power leads to compromising on nutritious food.



Poor Food Environments
Community food environments promote less nutritious, highly processed food.



Food System Imbalance
Imbalance in the food system resulting from federal supports for certain commodities.



Disconnect from Food System
Food system consolidation and lengthy supply chains create a disconnect between people and their food.



Our Mission

We believe universal access to healthy, nutritious food is a fundamental human right.

Nourish Colorado is transforming Colorado's food system to ensure all Coloradans have equal and abundant access to nutritious foods from sustainable sources. Through advocacy for better policies, statewide initiatives, and partnerships with communities, and statewide and national organizations, Nourish Colorado is creating a new food paradigm. We're actively challenging the status quo and championing a future-forward food system that equitably feeds and nourishes ALL Coloradans.





Programs

Nourish Colorado is focused on three primary areas to advance food equity in our state:

- Healthy Food **INCENTIVES**
- Healthy Food in **INSTITUTIONS**
- Healthy Food Systems **POLICY**

All of our programs address one or more of these areas. We dedicate our time and resources to strategic programming that will have a positive impact on Coloradans and our communities now and into the future.



Double Up Food Bucks

Double Up is an innovative food incentive program designed to help low-income families access fresh fruits and veggies for free while supporting local farmers and economies.

Double Up Food Bucks doubles the value of federal nutrition benefits (SNAP, formerly food stamps) spent at participating markets and food retail stores. For every SNAP dollar spent, the shopper receives \$1 to spend on local produce, up to \$20/visit.

PROGRAM GOALS

- Direct federal SNAP dollars into regional food systems
- Document the need and demand for increased SNAP benefits
- Ensure families have access to fresh fruits and vegetables so they don't have to choose between healthy and hungry
- Support the vitality of small and medium size farms by expanding their consumer base
- Support the viability of local farmers markets and grocers



Double Up Sponsorship Opportunities



Farmers Market Sponsorship: \$25,000

Covers 100% of Double Up at a large farmers market or local retailer for a year

Farm Stand Sponsorship: \$10,000

Supports 50 SNAP families in shopping for produce at their local farm stand for the year

Produce Box Sponsorship: \$5,000

Provides 130 produce boxes for SNAP families for the year

Sprout Sponsorship: \$2,500

Helps start a farmers market's or local retailer's first Double Up season

|| FOR MORE INFORMATION VISIT

DoubleUpColorado.org



Double Up Sponsorship Benefits

SPONSOR BENEFITS	FARMERS MARKET	FARM STAND	PRODUCE BOX	SPROUT
Sponsor name and logo recognition on marketing posted at participating farmers markets and retailers	✓	✓	✓	
Sponsor name and logo recognition on marketing collateral distributed to individuals at participating farmers markets and local retailers	✓	✓		
Sponsor name and logo recognition on the Double Up Colorado website	✓	✓	✓	✓
Social media posts to Nourish Colorado's and Double Up Colorado's Facebook pages (66K likes), Twitter feeds (6K followers), and Instagram pages (1K followers)	3 posts per channel	2 posts per channel	1 post per channel	
Recognition in an email blast to Nourish Colorado and Double Up contacts (25K emails)	✓	✓	✓	✓
Opportunity to provide Double Up farmers market shoppers with company promotional item	✓	✓		
Special Tour of a participating Double Up Farm or Farmers Market near you for up to five (5) guests	✓			



The benefits and amounts listed above are a starting point. We are open to consideration of other opportunities that might benefit your organization to meet the individual needs of our partners.

Colorado Nutrition Incentive Program (CNIP)

CNIP increases access to and consumption of Colorado-grown produce by women, children, and older adults experiencing economic insecurity.

The program is a collaboration between Nourish Colorado, the Colorado Department of Public Health & Environment (CDPHE), local public health agencies, and Area Agencies on Aging throughout the state. Local partners manage funds provided by Nourish Colorado to buy produce “shares” - a weekly supply of fresh produce - delivered to homes or convenient community locations for Women, Infants, and Children (WIC) and Older Adult Congregate Meal Program participants.

PROGRAM GOALS

- Integrate partnerships with local agriculture into federal food assistance programs
- Increase access to and consumption of Colorado-grown produce among food insecure Coloradans with a focus on women, children and older adults
- Support local farmers and growers by opening up new, untapped local markets and buyers



CNIP Sponsorship Opportunities

Nourish Sponsorship: \$100,000

Provides weekly produce shares, typically June-October, to families in 3-5 counties plus enhanced support for external program evaluation, advocacy efforts to permanently integrate the program into local and federal agency efforts, and the production of food education and culinary training videos distributed to all program participants.

Harvest Sponsorship: \$50,000

Provides weekly produce shares, June-October, to families in 2-3 counties plus enhanced support for external program evaluation and dissemination of results.

Grow Sponsorship: \$10,000

Provides 12 large weekly produce shares (feeds a household of 4-5 a week's worth of produce as well as additional grains or proteins) or 24 small shares, plus program coordination and food/culinary education.

Water Sponsorship: \$5,000

Provides six large weekly produce shares to a family or household, June-October, plus program coordination and food/culinary education.

Seed Sponsorship: \$2,500

Provides three large weekly produce shares to a family or household, June-October, plus program coordination and food/culinary education.



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NourishColorado.org

CNIP Sponsorship Benefits

SPONSOR BENEFITS	NOURISH	HARVEST	GROW	WATER	SEED
Presenting sponsor of food education videos distributed to all CNIP participants providing culinary training and recipes for their weekly produce box. Logo included on intro of videos.	✓	✓	✓	✓	
Sponsor name and logo recognition on the Nourish Colorado website	✓	✓	✓	✓	✓
Social media posts to Nourish Colorado's Facebook pages (66K likes), Twitter feeds (6K followers), and Instagram pages (1K followers)	3 posts per channel	2 posts per channel	1 post per channel		
Recognition in an email blast to Nourish Colorado and CNIP contacts (25K emails)	✓	✓	✓		
Opportunity to provide participating households with company promotional item (with Nourish Colorado approval)	✓	✓			
Special tour of a participating CNIP farm or food hub near you for up to five guests	✓				



The benefits and amounts listed above are a starting point. We are open to consideration of other opportunities that might benefit your organization to meet the individual needs of our partners.



Local Procurement Colorado (LoProCO)

Championing Nutritious Food Environments for Children

Nourish Colorado is helping K-12 and early childhood education programs source and serve nutritious, locally produced food through LoProCO. The program facilitates farm to school by educating, connecting, and training partners with the information, contacts, and know-how they need to procure, store, prep, cook, and serve fresh, healthy food to kids.

PROGRAM GOALS

- Bring together and support local growers and institutions
- Empower culinary employees with knowledge and tools
- Create opportunities for healthier communities
- Partner with local and state agencies that can advance farm to school



LoProCO Sponsorship Opportunities

Workshop Series Sponsorship: \$50,000

Sponsors the intensive three-part workshop series for your region, providing attendance for 10-15 school districts, farmers, and partners

Culinary Trainings Sponsorship: \$10,000

Covers the cost of mileage and lodging for participants to travel to their regional workshop

Healthy Institutions Sponsorship: \$5,000

Supports the attendance of regional subject matter experts and instructors

Healthy Schools Sponsorship: \$1,000

Supports purchase of supplies, printing, and locally grown food purchases

In-Kind Sponsorship: Value Varies

Donates local products, specified produce, and event rental space for the training

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NourishColorado.org



LoProCO Sponsorship Benefits

SPONSOR BENEFITS	WORKSHOP SERIES	CULINARY TRAININGS	HEALTHY INSTITUTIONS	HEALTHY SCHOOLS	IN-KIND
Sponsor name and logo recognition on workshop collateral, agenda, and website	✓	✓	✓	✓	
Public recognition at each workshop as the training sponsor	✓	✓	✓	✓	✓
Three social media posts to Nourish Colorado's Facebook page (nearly 66,000 likes), Twitter feed (more than 6,000 followers), and Instagram (over 1,000 followers)	✓	✓	✓		
Opportunity to provide workshop participants with company promotional item (as approved by Nourish Colorado)	✓	✓			
Workshop participation opportunity for up to three guests at each workshop	✓				



The benefits and amounts listed above are a starting point. We are open to consideration of other opportunities that might benefit your organization to meet the individual needs of our partners.



Policy & Systems Change

Nourish Colorado advances a comprehensive policy agenda that builds towards a sustainable, equitable, and health-promoting food system where access to nutritious food is the norm.

As active members of state and national advocacy associations, our policy agenda is informed by partners across Colorado, including community coalitions, program partners, local, state, and national organizations.

POLICY GOALS

- Support our initiative to develop a policy roadmap that will identify changes in the federal and state food system.
- Support efforts to increase the state's Healthy Food Incentive Fund, which contribute to supporting families through Double Up and CNIP
- Support efforts to involve communities and individuals impacted by policy change in developing policy change



Policy & Systems Change Sponsorship Opportunities

Change Sponsorship: \$50,000

Supports development and implementation of our state and federal policy roadmap

Advocate Sponsorship: \$10,000

Supports development of a multilingual grassroots network

Activate Sponsorship: \$5,000

Supports development and passage of specific state legislation (e.g., Healthy Food Incentives)

Mobilize Sponsorship: \$2,500

Supports advocacy on specific federal legislation (e.g., Child Nutrition Reauthorization Act) that strengthens Colorado's ability to feed people nourishing food

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NourishColorado.org



Policy & Systems Change Sponsorship Benefits

SPONSOR BENEFITS	CHANGE	ADVOCATE	ACTIVATE	MOBILIZE
Logo included on policy roadmap	✓	✓	✓	
Shout out in Nourish Colorado policy blog	✓	✓	✓	✓
Logo included on Nourish Colorado website	✓	✓	✓	✓
Shout out on Nourish Colorado social media (Twitter, Facebook, Instagram) and monthly newsletter	✓	✓		
Invitation to and inclusion in Nourish Colorado mobilization/grassroots activities and events	✓			
Personal tour of the state capitol for up to three guests	✓			



The benefits and amounts listed above are a starting point. We are open to consideration of other opportunities that might benefit your organization to meet the individual needs of our partners.

Initiative & Sponsorship Menu

Initiative	Type of Initiative	Audience Served	Sponsorship Opportunities
Double Up Food Bucks	Healthy Food Incentives	SNAP participants, individuals and families of all ages, experiencing food insecurity, and local farmers	Farmers Market Sponsorship: \$25K Farm Stand Sponsorship: \$10K Produce Box Sponsorship: \$5K Sprout Sponsorship: \$2.5K
Colorado Nutrition Incentive Program (CNIP)	Healthy Food Incentives	Women, Infants, Children (WIC) + older adult participants experiencing food insecurity	Nourish Sponsorship: \$100K Harvest Sponsorship: \$50K Grow Sponsorship: \$10K Water Sponsorship: \$5K Seed Sponsorship: \$2.5K
Local Procurement Colorado (LoProCO)	Healthy Food in Institutions	K-12 students, institutions, and local farmers	Workshop Series Sponsorship: \$50K Culinary Trainings Sponsorship: \$10K Healthy Institutions Sponsorship: \$5K Healthy Schools Sponsorship: \$2.5K In-Kind Sponsorship: Value Varies
Policy & Systems Change	Healthy Food Systems Policy	Low-income families experiencing food insecurity and local farmers	Change Sponsorship: \$50K Advocate Sponsorship: \$10K Activate Sponsorship: \$5K Mobilize Sponsorship: \$2.5K





Transforming Food Systems

|| GET IN TOUCH

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NourishColorado.org/Sponsorships

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