

Nourish Colorado
CORPORATE SPONSORSHIPS
Colorado Nutrition Incentive Program

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.



|| FOR MORE INFORMATION VISIT

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.



Transforming Food Systems

|| GET IN TOUCH

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