2018

Sponsorship Opportunities & SERVICE MENU
Did you know that only 1 in 10 Americans eat the recommended amount of fruits and vegetables? Diets rich in fresh produce have been shown to reduce the risk of many chronic diseases -- and yet old habits, busy schedules, and tight budgets still prevent so many of us from making this a reality.

Here at Fresh Approach, we’re working to change that. We’re on a mission to create healthier food systems in the San Francisco Bay Area by helping all communities access locally grown produce, while expanding knowledge about nutrition and healthy eating. When more people are eating healthy local produce, health costs go down and the viability of local, family farms goes up - with huge benefits to the environment and local economy in the process.

Here’s how our programs work:

**FRESHEST CARGO** is our mobile farmers’ market, carrying 100% fresh, California-grown fruits and vegetables. Freshest Cargo was developed to serve food desert communities, where healthy food is difficult to access. Today, we operate in communities of all ages, ethnicities, and income levels by partnering with places like health clinics, schools, and community centers.

While doctors often advise their patients to eat healthier, many people don’t have the skills or resources to do so. This is where our VEGGIE Rx Nutrition and Cooking Classes come in. We offer single workshops and multi-class series to help people of all ages learn how to cook (and enjoy!) fresh fruits and vegetables, make healthier choices, and lower their risk of chronic disease.

We know that good food gives us more energy and boosts our productivity. This is why we’ve created this SPONSORSHIP OPPORTUNITIES & SERVICE MENU - we want to help everyone in the Bay Area enjoy the benefits of eating healthy, local food, and that includes your employees! By partnering with business sponsors, we can diversify our funding streams while increasing our impact.

Let’s work together to make healthy food accessible to everyone!

Lucy Norris, Executive Director
Fresh Approach
We know you care about the health of your employees. Let us help you invest in their well-being by giving them the tools they need to live healthy, vibrant lives!

CREATE A CULTURE OF WELLNESS

When people can easily access affordable, high quality produce, they eat more of it. And when people eat more healthy foods, their productivity and mood go up, while healthcare costs go down. It’s as simple as that.

By bringing our Freshest Cargo mobile farmers’ market truck to your site, or by hosting our VeggieRx cooking and nutrition classes, you can help make healthy food a lifelong habit for your employees.

BOOST YOUR SOCIAL IMPACT

Today, many companies take sustainability and social responsibility seriously, and actively look for ways to positively impact their communities and the planet.

By partnering with Fresh Approach, you’ll know that your organization is helping to support local family farms, create a more equitable food system, and address the disproportionately high levels of chronic illness affecting low-income communities throughout the San Francisco Bay Area.

ENHANCE YOUR CHARITABLE GIVING PROGRAM

As part of your partnership with Fresh Approach, your organization will receive public recognition for your support of our programs. Your organization’s logo will be displayed on the Funders page of our website, and will also be included in our Annual Report.

GAIN VALUABLE TEAM-BUILDING OPPORTUNITIES

Host your next team-building day at our Collective Roots Garden in East Palo Alto! Here, your team can get their hands dirty planting and prepping the garden beds while helping to support community-based agriculture in the Bay Area.
PACKAGE 1
The Quick Visit
- One-time truck visit
- VeggieRx healthy eating mini-class
- Free Farmers’ Market Cookbooks
- Sponsor recognition
$2,500

PACKAGE 2
The Sampler
- One-time truck visit
- VeggieRx healthy eating workshop
- Healthy cooking demo & snack
- Free Farmers’ Market Cookbooks
- Sponsor recognition
$5,000

PACKAGE 3
The Weekly
- Weekly truck visit
- Free Farmers’ Market Cookbooks
- Sponsor recognition
$1,000 / Week
Requires six-month contract

PACKAGE 4
The Complete Package
- Weekly truck visit
- VeggieRx workshop series
- Healthy cooking demo series
- Free Farmers’ Market Cookbooks
- VeggieRx fruit & vegetable voucher incentives for employees
- Sponsor recognition

Contact Us
Get your custom quote
**Price Sheet**

<table>
<thead>
<tr>
<th>Package Plans</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1: The Quick Visit</td>
<td>$2,500</td>
</tr>
<tr>
<td>#2: The Sampler</td>
<td>$5,000</td>
</tr>
<tr>
<td>#3: The Weekly</td>
<td>$1,000 / week (requires 6-month contract)</td>
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<table>
<thead>
<tr>
<th>À La Carte Service Options</th>
<th>Price</th>
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<tbody>
<tr>
<td>One-time Truck Visit (Great for Employee Wellness Fairs!)</td>
<td>$1,500</td>
</tr>
<tr>
<td>VeggieRx Nutrition &amp; Cooking Class series with Cooking Demo - 4 classes</td>
<td>$10,000</td>
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<tr>
<td>VeggieRx Nutrition &amp; Cooking Class series with Cooking Demo - 8 classes</td>
<td>$17,000</td>
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<tr>
<td>Single Cooking Demo for 50 Participants</td>
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<tr>
<td>Single Cooking Demo for 100 Participants</td>
<td>$3,300</td>
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<tr>
<td>Cooking Demo Series for 50 Participants - 4 Demos</td>
<td>$7,500</td>
</tr>
<tr>
<td>Cooking Demo Series for 100 Participants - 4 Demos</td>
<td>$10,000</td>
</tr>
<tr>
<td>VeggieRx Fruit &amp; Vegetable Voucher Incentives for 50 employees</td>
<td>$750</td>
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<tr>
<td>Team Building Day: Building New Garden Projects in East Palo Alto</td>
<td>$1,000*</td>
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<tr>
<td>Team Building Day: Transforming Garden Projects in East Palo Alto</td>
<td>$5,000*</td>
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</tbody>
</table>

*Cost may vary based on number of participants

**Terms and Conditions**

**COMMUNICATIONS**

The Freshest Cargo and VeggieRx programs are solely programs of Fresh Approach, and must be advertised and promoted as such. The sponsor may be listed as “sponsored by” in collateral pertaining to activities paid for by the sponsor. We reserve the right to promote any activities with the sponsor on our website and social media channels.

We ask that any sponsor agree to timely, regular check-ins with a designated project manager throughout the duration of our agreement. At the cessation of the project, we will provide to you an impact summary of our activities.

**COLLATERAL**

As part of our agreement, Fresh Approach will design the following printable collateral for promoting the Freshest Cargo mobile farmers’ market stop and facilitating any VeggieRx nutrition classes: A-frames, posters, banners, flyers, coupons / vouchers. Any additional printing costs associated with these collateral will be the responsibility of the sponsor.

**BILLING**

Sponsors will agree to pay 50% of the balance due upfront, with the remainder billed monthly or as agreed.

**SPONSOR RECOGNITION**

The sponsor’s logo will be displayed on the Funders page of our website (freshapproach.org/about/funders), and will also be included in our year-end report.

**LIABILITY COVERAGE**

Fresh Approach carries liability coverage and is willing to add sites as additionally insured as needed.

**SITE AGREEMENTS & PERMITS**

Sponsors that choose a single or weekly visit by Freshest Cargo will meet with the program manager for an orientation. In this meeting the parties will review safety protocols and work together to identify a safe parking space for the vehicle. Some cities require special permits for mobile food vendors. The program manager will secure this permit as needed.

For additional custom quotes, please contact programs@freshapproach.org

Interested in learning more about our VeggieRx classes? Check out our FAQ at: freshapproach.org/veggierx-FAQ