



## ROOTED IN COMMUNITY EVENT SPONSORSHIP

We're a stronger community when we're all healthy!



Rooted Santa Barbara County is mobilizing Santa Barbara County to grow health equity and resilience through whole food plant-based nutrition education and support.

Dear Friend,

Rooted Santa Barbara County is getting ready to host our first community open house; **"Rooted in Community!"** This event helps create awareness of our mission mobilizing Santa Barbara County to grow health equity and resilience through whole food plant-based nutrition education and support. Optimal health is rooted in prevention!

A fiscally sponsored organization of the Santa Barbara Foundation, a non-profit 501(c)(3) corporation, Rooted is the **only local, community-centered initiative dedicated to preventive health and plant-forward nutrition.** Our focus is on promoting eating patterns centered around fruit, vegetables, legumes, whole grains, nuts, seeds, herbs and spices to lower risk for a range of common chronic diseases, including heart disease, type 2 diabetes, and certain cancers, and help our county eat to thrive. We equip community members to take a leading role in their health and aspire to support a shift in healthcare from a treatment-based approach to lead with prevention.

We're working to catalyze a culture of health in our county where the **healthiest choices become the easiest, preferred, and common choices** through a coordinated network of low-to-no cost, bilingual nutrition and food skills education programs, healthcare sector training, and system-changing partnerships. Our work focuses on supporting community members with the greatest barriers to good health and the healthcare and direct service organizations that support them. As a collaborative hub for our healthcare and food sectors, our goal is to improve the community's long-term health, vitality, and access to and enjoyment of healthy, whole foods. We are rooting for a healthy future for all of Santa Barbara County!

We're pleased to announce that this year's **"Rooted in Community" event will be held on Saturday, October 14, 2023 at the Community Arts Workshop** in Santa Barbara. This will be your chance to meet the Rooted team, learn more about who we are and our impact, attend some chef demos of delicious plant-based food, and hear from some of our partners and local health and nutrition professionals on how to improve health outcomes and prioritize prevention! There will be kid-friendly activities and participation in both Spanish and English. The event will end with a plant-powered film screening complete with mocktails, wine and popcorn!

**We need your support to help us bring this community-building event free to our community.** Your support will help offset some of the costs and provide critical funding to advance our programs and partnerships. Here's your chance to sponsor the venue, food, giveaways, program materials, and upcoming programs! We want to continue to do more and we need your help. We're a stronger community when we're all healthy!

**This event would not be possible without the support of local business leaders, organizations, and community members like you. Can we count on you to sponsor our community open house?** We have various levels of sponsorship for you to consider, see attached. I welcome the chance to connect if you have questions.

In community,

Beth Skidmore, MSACN, Chair

ROOTED SANTA BARBARA COUNTY  
PO Box 91227, Santa Barbara, CA 93190

[RootedSantaBarbara.org](https://RootedSantaBarbara.org) | [hello@rootedsantabarbara.org](mailto:hello@rootedsantabarbara.org)

Learn more about Rooted and our case for support at [RootedSantaBarbara.org/invest-in-community-health!](https://RootedSantaBarbara.org/invest-in-community-health!)



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### SPONSORSHIP LEVELS 2023

#### **Turnip the Beet \$5,000**

- Acknowledgement in all media promotion, including press releases, printed ads/interviews
- Placement of logo on website and social media
- Special company promotion through Facebook and Instagram
- Sponsor logo/Name displayed on event program and promotional materials

#### **The Radicles (the strongest root of a plant!) \$2,500**

- Acknowledgement in press release and radio interviews.
- Sponsor logo/Name displayed on event program and promotional materials

#### **Take Root \$1,000**

- Sponsor logo/Name displayed on event program and promotional materials
- Promotion through printed ads and social media

#### **Sow the Seed \$500**

- Sponsor logo/name displayed on event program

#### **Nonprofit Partner - Sponsor a Demo \$250**

- Sponsor logo/name displayed on event program
- Acknowledgement in media promotion

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