



ROOTED IN COMMUNITY SPONSORSHIP INVITATION

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 second annual community open house; Rooted in Community! This event engages our local community in our mission to mobilize Santa Barbara County to grow health equity and resilience through whole food plant-based nutrition education and support. Optimal health is rooted in prevention! We invite you to support our critical work by sponsoring this plant-powered community event.

Rooted is the only **local, community-centered organization dedicated to preventive health** and plant-forward nutrition. Through nutrition education, healthcare training, and support, we promote eating patterns centered around fiber and nutrient-rich 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 community eat to thrive. To do this, we equip community members who have the greatest barriers to good health to take a leading role in their health and partner with the direct service and healthcare teams that support them to catalyze a shift in healthcare from a treatment-based approach to lead with prevention.

We're pleased to announce that this year's Rooted in Community event will be held on **Sunday, October 13, 2024 at the Community Arts Workshop** from 2:00 to 7:00 pm in Santa Barbara. Together we'll gather, engage and celebrate the power of plant-based foods through bilingual recipe demos, a Plant-Powered Canteen with delicious snacks and bites from local restaurants, and hear from our partners and local health, food, and nutrition leaders. There will be kid-friendly activities and participation in both Spanish and English. The event will culminate in a low-cost ticketed "Chopped-like" competition with music, mocktails, and wine!

We need your support to bring this community-building event to our community. Your support will invest in making this a meaningful community experience and provide critical funding to advance our programs and partnerships. Can we count on you to sponsor our community open house? We have various levels of sponsorship for you to consider, please see attached. I welcome the chance to connect if you have questions. We're a stronger community when we're all healthy!

In community,

Beth Skidmore, MSACN, Chair

*Rooted is a fiscally sponsored organization of the Santa Barbara Foundation, a non-profit 501(c)(3) corporation.

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

RootedSantaBarbara.org | hello@rootedsantabarbara.org

Learn more about Rooted and our case for support at RootedSantaBarbara.org/invest-in-community-health!



ROOTED IN COMMUNITY EVENT SPONSORSHIP

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SPONSORSHIP LEVELS 2024

Turnip the Beet \$5,000

- Prominent 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
- 20 tickets to the Plant-Based Showdown

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

- Acknowledgement in press release and media coverage
- Sponsor logo/Name displayed on event signage and promotional materials
- 10 tickets to the Plant-Based Showdown

Take Root \$1,000

- Sponsor logo/Name displayed on event signage and promotional materials
- Promotion through printed ads and social media
- 6 tickets to the Plant-Based Showdown

Sow the Seed \$500

- Sponsor logo/name displayed on event signage
- 4 tickets to the Plant-Based Showdown

Plant-Based Showdown Food Kit Sponsor \$250

- Sponsor logo/name displayed on event program
- Acknowledgement in media promotion
- 2 tickets to the Plant-Based Showdown

*Higher level sponsorship and specific program and area sponsorships available

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Save The Date!



Sunday, October 13, 2024
Community Arts Workshop
631 Garden Street, Santa Barbara

2:00 - 5:00 PM FREE Bilingual Community Open House

Learn more about our plant-powered partnerships! Get tips and recipes! Bilingual food demos and community conversations with local health, food and nutrition leaders! Delicious local plant-based snacks! Kids activities! Drop by or let us know you're coming and we'll enter you into our drawing for exciting giveaways.

5:00 PM - 7:00 PM: The Plant-Based Showdown! Chopped-Style Event

\$10 In Advance / \$15 Night of - Includes Mocktail or Wine and Bites

For more information and sponsorship opportunities, contact
hello@rootedsantabarbara.org.



ROOTED
SANTA BARBARA
C O U N T Y

Mobilizing Santa Barbara County to grow health equity and resilience through whole food plant-based nutrition education and support.
RootedSBC.org



ROOTED
SANTA BARBARA
C O U N T Y

ROOTED IN COMMUNITY 2023 Event Photos

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

We equip our community members take a leading role in their health through the power of plant-based foods.

What is whole-food, plant-based and how can it help me?

Whole food plant-based eating focuses on **fruits, vegetables, nuts, legumes, seeds and whole grains**. Plant-centered eating patterns are rooted in traditional cultures around the world and have been associated with:

- Prevention, better management and/or potential reversal of many of the leading causes of chronic disease and early death including heart disease, certain cancers, type 2 diabetes, Alzheimer's, digestive disorders, autoimmune diseases, and obesity
- Reduced blood pressure and lowered cholesterol
- Lowered healthcare costs and system strain
- Longevity and reduced risk of premature death
- Increased energy, improved digestion, enhanced sleep, and a healthy immune system
- Save on food costs... and more!



**Whole Food Plant-Based Plate by American College of Lifestyle Medicine*

We equip our community with the knowledge, confidence, and resources to prioritize, prepare, and enjoy whole plant-based foods. As a collaborative hub and partner for healthcare teams and direct service organizations, we prioritize serving community members with the greatest burdens of chronic disease and barriers to good health. We do this through:

- Low to no cost, bilingual, plant-forward nutrition and food skills education programs, tools, resources, and support,
- Healthcare and community health worker training, and
- Community collaborations to ensure accessibility and belonging, healthcare community engagement, healthy food access, and culturally relevant support.

We're on a mission to optimize health and help our County residents eat to thrive.



Get resources to get started, stay up to date on programs and events, and learn how you can invest in our movement at RootedSantaBarbara.org or contact us at hello@rootedsantabarbara.org.