



2019 SPONSORSHIP OPPORTUNITIES

Help Kids Build Healthy
Habits For A Lifetime!



Whole Kids Foundation (WKF) is on a mission to improve children's nutrition and wellness by inspiring, educating, and empowering kids and families to make healthier food choices. We know that, given the right opportunity, kids get excited about fresh vegetables, fruit, whole grains, and other nutritious foods.

Here's How We Achieve Our Goals:

- Provide schools and youth organizations with edible learning gardens and bee hive grants
- Fund salad bar equipment and training to K-12 school food service departments
- Encourage teachers to improve their own personal health

Together, we can broaden access to fresh healthy food and cultivate adventurous eaters who understand and enjoy nutritious food choices!

All Donations are 100% Tax Deductible & Directly Invested in Our Work.

For More Information About Our Sponsorship Opportunities, Please Contact:

Adrienne Dickey-Merrill | *Corporate Partnerships* | (512) 542-0152 | adrienne.dickey-merrill@wholefoods.com

Connect With Us! WholeKidsFoundation.org | @WholeKidsFoundation | WholeKidsFoundation | @WholeKidsFnd | WholeKids

Our Programs



Garden Grants

To date, more than 4,826 edible learning gardens harvest results in four key areas: knowledge, understanding, curiosity, and consumption. Hands-on gardening education gets kids rooted to real food and encourages healthy choices for a lifetime.

Result: Kids who grow veggies, eat veggies!



Bee Grant Program

With more than 270 bee grants funded, we support schools and youth organizations with traditional and observation bee hives so children can understand the important role pollinators play in the foods that we eat.

Result: Kids are curious about bees and ways to protect native habitats so they can thrive!



Salad Bars To Schools

We provide equipment and essential online training that's enabled more than 5,430 schools to successfully implement salad bars, providing more nutritious lunches and fresh veggies to students.

Result: Kids with a salad bar at school eat 33% more fruits and veggies compared to those without!



Healthy Teachers Program

Currently, Whole Kids Foundation has educated more than 15,000 teachers and cafeteria staff through workshops where they learned healthy, affordable cooking techniques, basic nutrition education, and practical, convenient tips to improve their personal health and wellness.

Result: Healthy teachers make healthy role models!

Growing Healthy Kids Campaign

\$75,000 Lead Sponsorship
\$50,000 Core Sponsorship



GET ROOTED WITH WHOLE KIDS FOUNDATION AND BUILD BRAND VISIBILITY ON A NATIONAL LEVEL THROUGH OUR ANNUAL BACK-TO-SCHOOL CAMPAIGN AT 470+ WHOLE FOODS MARKET STORES.

Our annual Growing Healthy Kids campaign takes place in September during the Back-To-School timeframe and is an in-store fundraising and awareness building campaign encouraged in each Whole Foods Market (WFM) store, giving your brand added exposure while helping to generate the support that makes our work possible.

As thanks for your generosity, Whole Kids Foundation (WKF) will feature your company logo or name in:

Lead Sponsor

All of the benefits listed under Core Sponsor & more, including

- Larger logo and prominent placement on campaign materials
- Logo featured on additional, high-visibility in-store campaign materials: register wrap at checkout and at least one additional noticeable marketing piece

Core Sponsor

- In-store kitted campaign materials activated during September such as banner, poster, display topper, POS signage and branded aisle blade
- WKF digital campaign communications including e-newsletter, blog post, press release, website banner and donation page
- Internal campaign communications and training webinars to WFM leadership and team members for campaign execution

All sponsor logos on WKF website and scroll at the bottom throughout the year!

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Give Bees A Chance

\$50,000 Queen Bee Sponsorship
\$25,000 Bee Keeper Sponsorship
\$10,000 Hive Sponsorship



BEE THE CHANGE—SHARE THE BUZZ!!!



June is National Pollinator Month – a time to celebrate bees and spread the word about how we can protect them and educate each other and our children about the important role that they play in our ecosystem and the foods that we eat. Pollinators are responsible for 1 out of 3 bites of food we eat – yet their habitat is shrinking, and many species are in danger.

With support from supplier partners and customers, our goal is to build awareness about this cause and fund more bee grants to get more students excited about the world of bees!

To appreciate your generous support, Whole Kids Foundation will feature your company logo or name in:

Queen Bee Sponsor

- All of the benefits listed under Bee Keeper Sponsorship
- Plus, larger logo and prominent placement on digital assets and in-store campaign materials

Bee Keeper Sponsor

- Whole Kids Foundation digital campaign communications including a series of 6 emails distributed weekly to 150,000 dedicated Whole Kids Foundation subscribers from May 20 to June 30
- Logo positioning on website homepage and donation page with inclusion in a website banner on regular rotation
- In-store kitted campaign materials activated during June to include a poster, unique aisle blade and shelf shouter to build awareness with Whole Foods Market customers
- Digital campaign will be amplified by Whole Foods Market social media channels

Hive Sponsor

- Recognized in-store with a unique shelf shouter sign

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Garden Circle or Bee Hive Club

\$2,000+ Sponsorship



**ADOPT A SCHOOL GARDEN OR BEE HIVE GRANT
IN A COMMUNITY THAT'S SPECIAL TO YOU!**

Building a connection with a school garden or bee hive grant recipient is a powerful way to connect with our work in a meaningful way. With a minimum contribution of \$2,000, you can support a school garden or bee hive grant! And, if you have a goal of supporting multiple schools, we can make that happen, too.



\$2,000
Funds 1 School



\$4,000
Funds 2 Schools



\$10,000
Funds 5 Schools

Each year, we have a waiting list of qualified schools ready to teach kids about where their food comes from and the important role pollinators play. Our team will share qualified garden and bee hive grant programs based on your specific criteria.

As thanks for your participation, Whole Kids Foundation will:

- Promote your generosity on our website as a Garden Circle/Bee Hive Club sponsor
- Send an email to awarded school(s) acknowledging the gift and include your contact information should you wish to be identified
- Make an introduction to the school directly should you desire to cultivate a relationship

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Scanback Donations

Contribution Levels Vary



PUT YOUR BRAND VALUES ON DISPLAY BY CONTRIBUTING TO OUR WORK THROUGH PRODUCT SALES AT WHOLE FOODS MARKET.

Our Scanback Donation Program allows Whole Foods Market suppliers to contribute a portion of product sales to Whole Kids Foundation to support our work. More customers are interested in supporting brands that give back.

These scanback donation requests are submitted directly to Whole Foods Market Global Purchasing through the promo calendar and occur when products are on national promotion for a limited time or are offered as an exclusive item.

As thanks for your participation, Whole Kids Foundation will:

- Promote your generosity on point-of-sale signage distributed to WFM stores
- Communicate your support to global, regional, and store team members
- Run sales report and send invoice to supplier directly for payment

Special Note: Funds raised through the Scanback Donation Program may be applied to sponsorship opportunities.

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