# EVENT OVERVIEW

<table>
<thead>
<tr>
<th><strong>DATE</strong></th>
<th>Thursday, June 20, 2019</th>
<th>6-9 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOCATION</strong></td>
<td>Vibiana</td>
<td>Downtown Los Angeles</td>
</tr>
<tr>
<td><strong>FEATURES</strong></td>
<td>Cocktail reception and exquisite tasting menu by over a dozen of LA’s finest chefs</td>
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<tr>
<td><strong>PROGRAM</strong></td>
<td>Good Food Heroes Awards Ceremony</td>
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<tr>
<td><strong>ATTENDEES</strong></td>
<td>500 civic leaders, taste makers and foodies</td>
<td></td>
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<tr>
<td><strong>ATMOSPHERE</strong></td>
<td>Sophisticated &amp; festive cocktail attire</td>
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<tr>
<td><strong>VENUE</strong></td>
<td>Historic, Elegant Downtown LA</td>
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ABOUT LAFPC

The Los Angeles Food Policy Council is devoted to the health, sustainability and fairness of food in our region. We believe all communities deserve access to good food, grown in a way that respects people and the planet.

Our mission is to promote inclusive civic engagement and policy solutions that address hunger, health disparities, environmental sustainability and working conditions within our local food system.

Working together, we have successfully implemented policies to:

• improve school food and senior meals
• grow urban farms and community gardens
• fight ‘food deserts’ and food insecurity among Angelenos
• end food waste
• and much more!
ABOUT THE GOOD FOOD GALA

The Good Food Gala is a biennial benefit event for the Los Angeles Food Policy Council.

A celebration of the Good Food for All movement, the Good Food Gala delights guests with craft cocktails and tasting stations by celebrated LA chef’s featuring produce from local farmers.

The Gala also features the Good Food Heroes awards ceremony, recognizing outstanding contributions to the movement for Good Food. *Honorees will be announced in early Spring 2019.*

All proceeds benefit the Los Angeles Food Policy Council, and support our mission to ensure food is healthy, affordable, sustainable and fair for all Angelenos.
WHY SPONSOR THE GOOD FOOD GALA?

LA FOOD POLICY COUNCIL

Between our public “Network” events and 6 high-functioning Working Groups, our ecosystem of change includes thousands of organizations and individuals.

We convene a vast network of change makers across diverse sectors to coordinate efforts and grow the Good Food movement.

By joining the Good Food Gala as a sponsor, you let our Los Angeles know you support for Good Food for All. We value our sponsors as partners in the work of transforming the food system. Join us to celebrate and plant seeds of hope for a Good Food future.

OUR REACH

Organizations in Network: 2,805
Individuals: 4,800+ listserv subscribers
Twitter: 9,100+ followers
Facebook: 3,700+ likes
Instagram: 4,100+ followers
MARQUIS SPONSOR - $20,000

Verbal recognition and opportunity to give verbal remarks during event program

20 event tickets

Prominent logo recognition on:

Celebrity chef station

Digital Materials

• Two E-blasts to 4,800+ subscribers
• Website

Print Materials

• Event Banners and onsite signage – (including 5ft x 13ft banner (1) and 33.5" x 78.7" vertical banners (mult.))
• Event Program
• Gift bag, with opportunity to include branded materials

Social Media Exposure: multiple recognition posts during event ramp up from April-June:

• Twitter (9.1k+ followers): 10 recognition tweets, including 6 dedicated feature tweets
• Facebook (3.7k+ followers): 5 recognition posts, including 2 dedicated feature posts
• Instagram (4.1k+ followers): 3 recognition posts, including 2 dedicated featured posts
CHAMPION SPONSOR - $15,000

Verbal recognition during event program
15 event tickets

Prominent logo recognition on:
Celebrity chef station
Digital Materials
- Two E-blasts to 4,800+ subscribers
- Website
Print Materials
- Event Banners and onsite signage –
  (including 5ft x 13ft banner (1) and 33.5" x
  78.7" vertical banners (mult.))
- Event Program
- Gift bag, with opportunity to include branded materials

Social Media Exposure: multiple recognition posts during event ramp up from April-June:
- Twitter (9.1k+ followers): 8 recognition tweets
  including 4 dedicated feature tweets
- Facebook (3.7k+ followers): 4 posts
- Instagram (4.1k+ followers): 2 recognition posts, including 1 dedicated feature post
LEADERSHIP SPONSOR - $10,000

Verbal recognition during event program
10 event tickets

Prominent logo recognition on:
Celebrity chef station

Digital Materials
• Two E-blasts to 4,800+ subscribers
• Website

Print Materials
• Event Banners and onsite signage –
  (including 5ft x 13ft banner (1) and 33.5" x 78.7" vertical banners (mult.))
• Event Program
• Gift bag, with opportunity to include branded materials

Social Media Exposure: multiple recognition posts during event ramp up from April-June:
• Twitter (9.1k+ followers): 6 recognition tweets, including 2 dedicated feature posts
  Facebook (3.7k+ followers): 4 recognition posts, including 1 dedicated feature post
• Instagram (4.1k+ followers): 2 recognition posts, including 1 dedicated feature post
# SPONSORSHIP BENEFITS

## COMMUNITY SPONSOR - $5,000

Verbal recognition during event program.
4 event tickets
Logo recognition on:

- **Digital Materials**
  - 2 E-blasts to 4,800+ subscribers
  - Website

- **Print Materials**
  - Event Banners *(33.5” x 78.7” vertical banners (mult.)) and onsite signage*
  - Event Program
  - Gift bag

## FRIENDSHIP SPONSOR - $2,500

4 event tickets
Logo recognition on:

- **Digital Materials**
  - 2 E-blasts to 4,800+ subscribers
  - Website

- **Print Materials**
  - Event Banners *(33.5” x 78.7” vertical banners (mult.)) and onsite signage*
  - Event Program
  - Gift bag

## ALLY SPONSOR - $1,000

2 event tickets
Logo recognition on:

- **Digital Materials**
  - 2 E-blasts to 4,800+ subscribers
  - Website

- **Print Materials**
  - Event Banners *(33.5” x 78.7” vertical banners (mult.)) and onsite signage*
  - Event Program
  - Gift bag
**OUR IMPACT**

**POLICY CHANGE FROM FARM TO COMPOST**

Our successful policy work is bearing fruit and having impact across the food system. Just a few examples are:

- **Urban Agriculture**: Building on our success passing the Urban Agriculture Incentive Zone policy, we launched the “LA Grown Toolkit” to help urban farmers succeed in selling their LA-grown produce at farmers markets!

- **Street Food**: In a coalition effort, we won a statewide Safe Sidewalk Vending Act, supporting **pathways out of poverty for thousands of low-income food entrepreneurs**, as well as an historic legalization of street vending in Los Angeles.

- **Food Waste**: Our work to establish the city’s first citywide food recovery program has led to **over 5 MILLION pounds of needless food waste diverted from landfills**, preventing GHG emissions equivalent to taking 2,156 cars of the road! Plus, our pilot #FreetheFood campaign **engaged 11,000 Angelenos in freeing food from landfills** through waste reduction and compost!

**BUILDING THE GOOD FOOD ECONOMY**

We’ve been working hard for years to **shift big food dollars toward a good food economy**.

- **Good Food Purchasing Policy** directs millions of dollars of institutional food contracts to nutritious, local, sustainable, fair and humane food, is making impact locally, nationally, AND globally.

- **The United Nations and World Future Council** recognized the Good Food Purchasing Policy as one of the most exemplary policies in the world advancing sustainable agriculture and food systems.

**HEALTHY FOOD ACCESS FOR ALL**

Our flagship program, the Healthy Neighborhood Market Network, **supports small markets in food deserts to become healthy food retailers**.

- **Healthy Corner Stores**: Over 150 small market owners engaged in our program this year to gain business skills and knowledge about **providing healthy options to their neighborhoods**.

- **Veggie Vouchers**: This year we enrolled over **100 low-income families to receive monthly $50 vouchers for fruits and vegetables**. The pilot program saw families redeem $35,000 in vouchers for produce, a **big win for healthy food access!**

These are just a few of our proud accomplishments in the last year toward Good Food for All. If you’d like more information on the impact of our policy and program work, contact Cedar Landsman, clandsman@goodfoodla.org.
EXECUTIVE COMMITTEE MEMBERS

CHAIR
Rudy Espinoza, Executive Director, Leadership for Urban Renewal Network (LURN)

VICE CHAIR/SECRETARY
Jill Overdorf, Director of Business Development, Naturipe Farms

TREASURER
Michael Flood, CEO, Los Angeles Regional Food Bank

FOUNDING CHAIR, CO-FOUNDER
Paula Daniels, Los Angeles Food Policy Council, Center for Good Food Purchasing

Joann Lo. Co-Director, Food Chain Workers Alliance

Bryce Fluellen, Director of Community Impact & Chef, American Heart & Stroke Associations LA

LEADERSHIP COUNCIL
Andrea Misako Azuma
Jeff Biddle, Regional Vice President, Whole Foods Market
Emelio Castañeda, President, Field Fresh Foods
Gwendolyn Flynn, Author and Former Policy Director, Community Health Councils
Ray Garcia, Chef, Broken Spanish and B.S. Taqueria
Robert Gottlieb, Executive Director Emeritus, Urban & Environmental Policy Institute at Occidental College

John Grant, President, UFCW Local 770
Amy Hames, Recycling Specialist, Burbank Recycle Center
Hop Hopkins, Director of Strategic Partnerships, Sierra Club, Co-Founder, Panther Ridge Farms
Evan Kleiman, Chef and Radio Host, KCRW Good Food
Bob Knight, Farmer, Old Grove Orange, Inc.
Amy Knoll Fraser, Owner I Operator, Redbird and Vibiana
Tony Kuo, M.D., M.S.H.S., Director I Division of Chronic Disease and Injury Prevention, Department of Public Health
Mary M. Lee, Public Policy Advocate, Stanton Fellow
Martha Matsuoka, Executive Director, Urban & Environmental Policy Institute
Phil McGrath, Farmer, McGrath Family Farms
Rick Nahmias, Founder/Executive Director, Food Forward
Sam Polk, Founder, Everytable
Jocelyn Ramirez, Founder, Todo Verde
Leah Ross, Retail Marketing Coordinator, Brookfield Properties
D’Artagnan Scorzara, Founder/Executive Director, Social Justice Learning Institute

Wendy Slusser, Associate Vice Provost of the Healthy Campus Initiative, Health Sciences Clinical Professor, UCLA Schools of Medicine and Public Health
Rachel Surls, Sustainable Food Systems Advisor, UC Cooperative Extension Los Angeles County
Frank Tamborello, Executive Director, Hunger Action Los Angeles
Daniel Tellalian, Managing Partner, Avivar Capital
Robert Tse, Community Planning and Development Specialist, California Rural Development, U.S. Department of Agriculture
Jin Ju Wilder, Director of Marketing, LA-SF Speciality
Goetz Wolff, Professor of Urban Planning, UCLA Luskin School of Public Affairs

HONORARY COUNCIL
Glenda Humiston
California State Director, US Department of Agriculture
A.G. Kawamura
Former California Secretary of Agriculture, California Department of Agriculture
Mary Sue Milliken
Co-Chef, Owner, Border Grill & America’s Top Chef
Michael Roberts
Executive Director, Resnick Center for Food Law & Policy, UCLA School of Law
Paul Simon
Chief Science Officer and Director of the Division of Assessment, Planning, and Quality at the Los Angeles County Department of Public Health

goodfoodla.org
Support for the Los Angeles Food Policy Council goes a long way to build the Good Food movement. **By addressing the food system as a whole, your support promotes sustainable, fair food in a fundamental way.**

The Good Food Gala will support LAFPC’s work on:

- Sustainable and fair food sourcing
- Hunger and food security
- School food and nutrition
- Urban agriculture and compost
- Farmers markets
- Food waste and food donations
- Healthy food access at corner store markets

Please send sponsorship inquires directly to
Cedar Landsman, Development Director
Email: clandsman@goodfoodla.org
Phone: 213-473-3548

Learn More at [www.goodfoodla.org](http://www.goodfoodla.org).
Sold Out

MENU

Chi-Rol en a Taco
Sano Pepper with
Ranilla Cheese, Walnuts,
and Apples,
with Cojito Salsa
& Queso Fresco