

SEPTEMBER 17 & 18, 2025



California Food Policy Council

State Food Councils and Regional Food Systems Convening

*Sponsoring the 2025 California Food Policy Council Gathering in Salinas
positions your organization at the heart of the state's good food movement*



Presented by:

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**SPONSOR
PACKET**

SALINAS, CALIFORNIA

Meet Us

California Food Policy Council

Our Mission

The California Food Policy Council is a coalition of local food policy groups working to ensure that **California's food system reflects the needs of all of its communities.**

Our Vision

The California Food Policy Council's (CAFPC) purpose is to **build the capacity of local food policy bodies** to work on state, regional and local policy priorities, generate public support for those policies, educate policymakers on issues in our food system, and **advocate for systems change in California.**

Our Goal

CAFPC is an emerging voice in California's policy making process that strives to bring transparency to food systems legislation, and to re-envision a political process that includes a **more diverse range of food and farming interests to the table.**

CAFPC Co-Chairs

- *Melanie Wong &*
- *Chef Brenda Ruiz*

Our fiscal receiver, The Ecological Farming Association is a 501(c)(3), non-profit, tax-exempt organization, tax id# 68-003547. Your donation is tax deductible to the amount allowed by law.



About the Event



Premise

Food Councils across the State and **Regional Food Systems Actors** are warmly invited to join us this **September** in **Salinas** for a gathering that celebrates the full bounty of **California's food landscape**—from the fields of the valley to the salt-kissed coast.

Our **two-day experience** includes **tours** with producers big and small, strolls through lively local markets, and a **taste** of the region's coastal richness—think sea otters, sustainable seafood, and a sea-bed of blue economy innovation.

The following day, we'll come together for a full slate of **conversations, collaborations, and strategy sessions** designed to **strengthen California's food future**.

Objectives

- **Strengthen Relationships Across California's Food System**
 - Connect Food Policy Councils and regional actors to build trust, share knowledge, and foster collaboration statewide.
- **Celebrate and Learn from Regional Food Landscapes**
 - Experience the unique foodways of the Salinas Valley and Central Coast—from farms to fisheries—to deepen understanding of place-based innovation and sustainability.
- **Co-Create Strategies for an Equitable and Resilient Food Future**
 - Align around shared challenges and opportunities through facilitated dialogue and strategy sessions that drive collective action across the state.

Sponsorship Packages

Support California's growing food movement by partnering with us for this statewide gathering in Salinas. Your sponsorship helps cultivate connections, celebrate foodways, and drive action for a resilient and equitable food system.

All sponsors receive:

- ✓ Recognition on our statewide listserv & social media
- ✓ Logo placement in printed and digital program
- ✓ Thank-you mention during main event
- ✓ Inclusion in materials distributed to 100+ attendees



The **James Irvine**
Foundation



\$10,000

Golden Lettuce Sponsor (1 available)

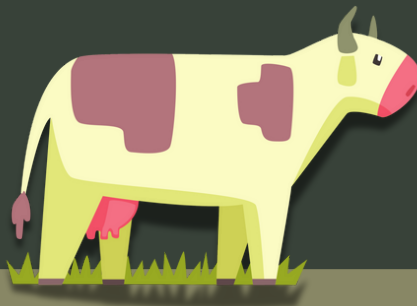
Become our premier partner!

Includes all benefits from every tier below:

- ✓ Goodie Bag
- ✓ Meal Sponsor
- ✓ Transportation Sponsor
- ✓ Caffeine Sponsor
- ✓ Venue Sponsor
- ✓ Welcome Drink
- ✓ Host-a-Council x2

Featured logo placement and custom recognition during opening remarks

Sponsorship Packages



Roots of
Change

\$3,000

All-Day Venue Sponsor (1 available)

Be the host with the most.

- Feature your brand at our main meeting venue
- Welcome attendees and speak briefly at the start of the day



\$2,000

Meal Sponsor (4 available)

Nourish the movement and speak your truth.

- 3-minute spotlight to share your mission during a mealtime
- Join the table with fellow changemakers

Sponsorship Packages



\$1,000

Goodie Bag Sponsor (2 available)

Your brand on the bounty!

- Your logo featured on 100 goodie bags filled with local treats from the Salinas Valley and Central Coast.
- Include a sample or printed material inside.



\$1,500

Transportation Sponsor (2 available)

Fuel our journey through the food system.

- Speak to attendees on the bus during our regional tour
- Branding opportunity on tour materials

Sponsorship Packages



\$500

Host a Food Policy Council (23 available)

Make space for every voice.

- Fund travel for a Food Policy Council in need
- Be recognized alongside the Council you support at the opening



\$500

Caffeine Sponsor (2 available)

Keep us buzzing with purpose.

- Coffee table signage and brand presence
- Opportunity to share about your product or mission



Sponsoring the 2025 California Food Policy Council Gathering in Salinas positions your organization at the heart of the state's good food movement.

Your support directly fuels collaboration among regional leaders working to build a more equitable, sustainable, and resilient food system—from farmworkers to food councils, from coastal fisheries to inland markets. By contributing to this event, your organization will be recognized as a champion of California's diverse foodways and a catalyst for real solutions. Your brand will be woven into a two-day experience filled with dialogue, discovery, and deliciousness—earning visibility among hundreds of policy advocates, producers, and changemakers shaping the future of food in California and beyond.

We warmly invite you to partner with us in cultivating connection, celebration, and action for a thriving food future.

Contact Us

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