



HOME RECIPE VIDEO SERIES SPONSORSHIP

JANUARY - DECEMBER 2020-2021

The Chef Ann Foundation (CAF) provides tools, training, resources, and funding that enable schools to create healthier school food, market it to students and the school community, and ultimately redefine school lunchroom environments. Our largest audience platform is our websites; the Chef Ann Foundation site reaches ~9,000 users a month, and The Lunch Box reaches ~14,000 users a month. While our operational materials are primarily for school food professionals, through our work with over 11,000 schools, we know that parents are often key changemakers in school food reform.

The pandemic has shown us that now, more than ever, parents need support. We believe that sharing healthy, chef-inspired, and simple recipes on our main website will provide resources that parents need, and give them an access point to understand why school food change is important. Through these recipes, inspired by a real life school food expert, parents will be able to look a bit more into their school's feeding program and over time, develop into advocates for change. With your support, we can reach a larger audience, ensuring parents have fresh, healthy ideas to support the health and wellbeing of their children, as they support their families throughout this remote learning reality.



RECIPE GUIDELINES

The Chef Ann Foundation will create a series of 26 home recipes for parents and caregivers. These recipes will feature quick and easy ways to incorporate fresh, whole ingredients. The accompanying recipe videos will use accessible language, everyday kitchen tools, and step by step instructions so that parents can confidently cook and feed their families healthy meals. Recipes will be created with the following considerations:

- Healthy - whole ingredient-based cooking, with few processed ingredients
- Seasonality - encouraging fresh in-season ingredients and seasonal dishes
- Accessibility - cost considerations & using average home cook methods
- Ease & convenience - one-pot meals, sheet pan dinners, crock pot, speed scratch variations
- Flexibility - easy ingredient swaps, dietary restrictions, etc.

DRIVING TRAFFIC

Home recipes are one of the most searched terms and categories across any search engine. Through much research and exploring market trends, the Chef Ann Foundation has been granted a substantial Adwords spend from Google. Our Adwords campaigns generate an incredible amount of average monthly traffic to our Home Recipes section: ~22,500 impressions; ~2,500 clicks; ~\$10,000 Adwords spend. These campaigns and our robust SEO practices result in ~6,000 recipe page views per month. Currently, our recipes have only been sporadically updated; once we have a regular schedule of new content, we expect the overall page view and returning users numbers to grow significantly. All new recipes will be promoted through our social pages, monthly newsletters, specific Adwords campaigns, and promotion to national media outlets.

Sponsorship Levels:

- \$25,000
- \$15,000
- \$10,000
- \$5,000
- \$2,500

Sponsorship Benefits, Dependent on Sponsorship Level

- Logo placement in the recipe video and on the recipe page
- Placement of sponsor's equipment and/or ingredients in the recipe, as appropriate
- Special blog highlighting sponsor's commitment to healthy meals for families
- Feature in our CAF newsletter, sent monthly to 7,000+ subscribers
- Social media mentions on CAF's Facebook, Twitter, Instagram, and LinkedIn
- Recognition in Our Supporters page, and through banners on our home page