



Youth Empowerment
Speaking Tour 2014

www.seedbyseed.ca

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Seed By Seed Invites You to
Sponsor our

CROSS-CANADA YOUTH EMPOWERMENT SPEAKING TOUR



Delivering speeches and
workshops to schools and youth groups
to raise awareness of issues associated with our
globalized food system.

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ABOUT US

We believe that people need to understand the power of food. Food plays a fundamental role in determining our health, shaping our community and impacting the environment. Everyday the choices we make as consumers have an influence on our food systems. We believe that youth have the power to be ambassadors of change within their communities and to create a sustainable future by reconnecting people with their food. We are a non-profit organization and educational partner that offers speeches and action focused workshops that empower youth and their communities to



reconnect with their food and create positive change. Our goals are to encourage healthy eating, to support local farming and to understand the power of the consumer. Ultimately we want to reshape our food system to reflect our values: healthy people, healthy communities and a sustainable environment.

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SPEAKING TOUR

This spring, Seed by Seed speakers will be cycling across Canada, presenting a keynote speech and facilitating action focused leadership workshops for schools and youth groups. Seed by Seed believes in acting upon our values. We are proponents of sustainability and by choosing bikes over cars, we are aligning with our overall goals of creating a greener future.

The tour will also establish a national network of schools that Seed by Seed can continue to support, provide mentorship to and train.

The issues 2014

Youth are misinformed about the impact that food has on their lives and our global community. This is demonstrated by the disconnect between people and the entire process of food; from seed to plate. The majority of youth no longer know where their food comes from and how it is made. This means that many are blindly consuming highly processed foods



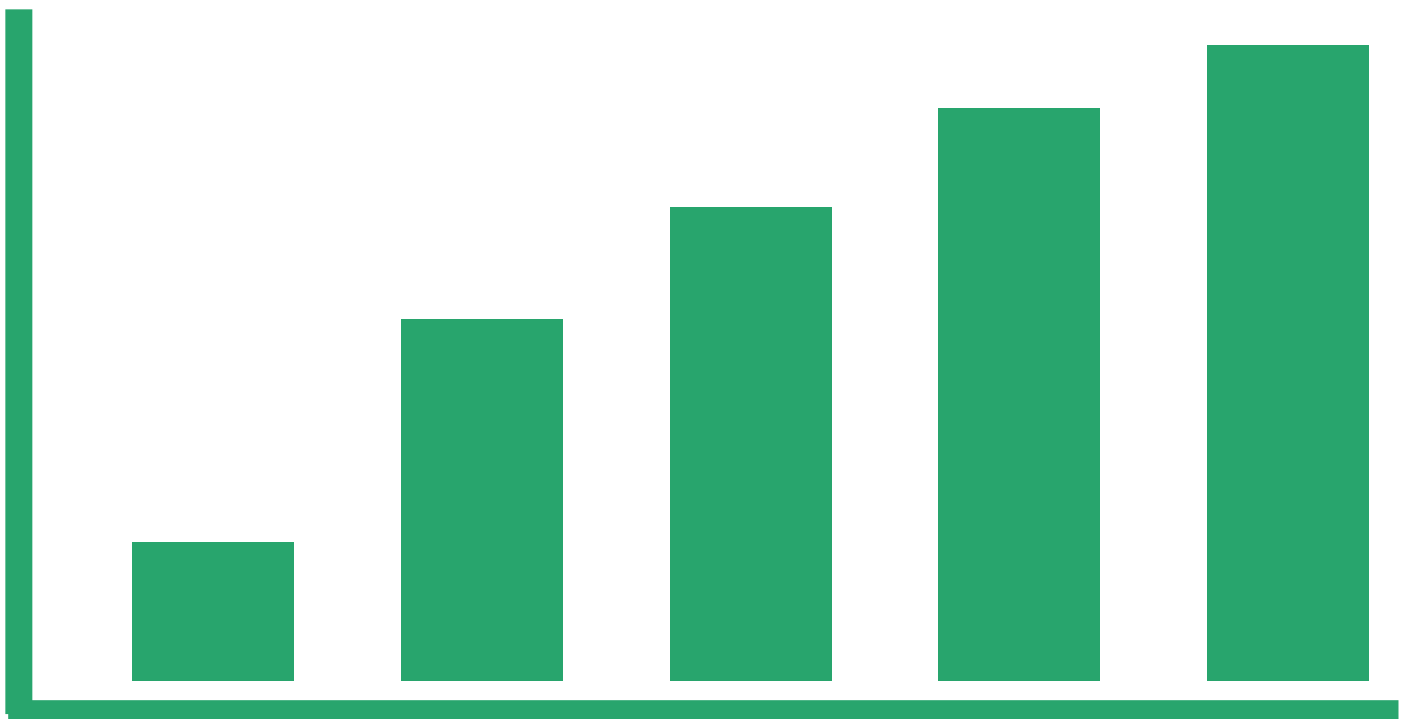
laden with pesticides. This is having incredibly devastating impacts on their health, environment and communities. Specialists predict that if young people continue to eat this way they will live 5 to 7 years fewer than their parents.

Seed by Seed provides youth with the skillset to become drivers of change, providing them with the tools and resources to overcome these issues. Your support will go towards ensuring that there will be improvements in reconnecting people with an understanding of where their food comes from, how it is made, and will encourage people to cook and support local sustainable food sources to minimize the negative impacts of our industrialized food system.

CORPORATE VALUE

You have the opportunity to create positive change for the future. The Seed by Seed speaking tour is the perfect way for your company to present its brand and engage with a constituency that includes: youth and teachers from all across Canada, like-minded companies and the national community who follows our tour.

Partnering with us will enable our organization to build brand awareness, generate positive sentiment across Canada and be part of the action plans and programs within the schools we reach.



SPONSORSHIP OPPORTUNITIES

\$1,500 TITLE SPONSOR (1 Opportunity Available)

Exclusive Opportunity to be our leading partner

- Flag bearing, have a flag with your company's logo flown on our bike as we ride across Canada
- Website advertisement
- Mention in speeches
- Incorporation of how your company can be a part of the action plans of students
- Leave behind for students/teachers
- Recognition "Your Company Presents" in Twitter and Facebook About Section
- Link to your company on "Our Partners" section of our website
- Specified number of tweets

SPONSORSHIP OPPORTUNITIES

\$750 Video Sponsor

Recognition for allowing us to document our journey

- “This video brought to you by” in beginning and end credits
- Link to your company’s website everywhere the video will be shared (facebook, youtube, our website, etc.)

\$500 Fuel Sponsor

Throughout our journey, our mode of fuel is food; we will be consuming approximately 10,000 calories a day so that we can prevent the equivalent of 2.72 metric tons of CO₂ fuel emissions. Support us in demonstrating the practices we teach.

\$250 Impact Sponsor

Impact sponsorship donations will go towards school/ community programming and initiatives and the implementation of youth sustainable action plans. This is an ideal opportunity for your business to connect with local youth directly.

In-kind Donations

We are seeking in-kind donations for essential bike tour equipment. Below is our wish-list of equipment and materials needed for the cross-Canada bike trip, media outreach and the establishment of long-term projects. Your support will go a long way in the future our environment, youth and community.

Bike Equipment:

- Helmet (x2)
- Bike lights, reflectors and mirrors (x2): White for front and red for the back
- Steel Bike rack
- Waterproof back and front panniers
- Bike shoes and pedals
- Cycling clothing: padded shorts and quick-dry shirts

Camping Equipment;

- 3-seasons sleeping bags (x2)
- Sleeping Thermarests (x2)

Electronic Equipment:

- Small, stationary hard-drive laptop
- Bike speedometer (x2)
- Solar paneled recharging device

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Thank You!

Your support will empower youth today and ensure a healthy and sustainable future and enables us to fulfill our ultimate goal of empowering youth to reconnect with their food.



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