



Sponsorship Opportunity 2017

OBJECTIVE

Increase awareness and understanding among targeted nationwide consumer audience of their role in the chain of prevention in food safety, and simple actions they can take to prevent foodborne illness.

GOAL

Prevent foodborne illness and death in the United States during the 2017 Fall-Winter holiday season through our science-based, creative, and accessible messaging and educational resources.

How we'll do it:

- Garner 100 million *The Story of Your Dinner* impressions through media, blogger participation, digital campaigns and educator activation.
- Engage the network of BAC! Fighters to leverage community-based consumer outreach efforts
- Deepen partnerships with corporate sponsors to ensure mutual goals and objectives are met through project.

THE PROJECT

Coming off of a smashingly successful pilot project in 2016¹, the Partnership for Food Safety Education (PFSE) intends to expand *The Story of Your Dinner* (SOYD) to a national audience in 2017. With access to 14,000 BAC! Fighters who reach an estimated 10 million consumers each year, and a network of public and private sector partners, PFSE proposes to work with a set of motivated sponsors to take *The Story of Your Dinner* content and outreach to the next level.

By supporting *The Story of Your Dinner*, sponsors can make a philanthropic investment that strongly signals their commitment to a safe food supply and the health of consumers.

Sponsors work with PFSE and its creative agency partner to guide and develop the tactics that will deliver science-based behavioral health messaging to consumers. Consumer education is one critical aspect of preventing the estimated 48 million foodborne illnesses in the US each year, and an important aspect.

STRATEGIES

- We will build from the successful 2016 *The Story of Your Dinner* Southeast U.S. pilot effort and create a national conversation about the commitment behind the food safety chain of prevention, including the consumer's role in the chain of prevention.

¹ 217.7 million impressions recorded for 2016 SOYD pilot.

- We will leverage new and existing campaign content to encourage media coverage and social media conversations around the consumer's role in the chain of prevention.
- We'll create new and unique ways for sponsors to leverage their commitment to food safety.
- We'll empower the industry, federal, state and local government partners, and BAC! Fighters to connect with consumers directly on their importance in the chain of prevention.

THE PROGRAM PLAN

With support of Harvest PR, the national campaign will target these audiences:

Primary: families/caretaker of households with one or more children under age five and people over age 70 who live alone or shop for themselves.

Secondary: individuals who work in the food industry and at food retail.

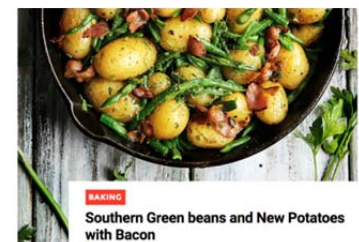
ELEMENTS of 2017 CAMPAIGN

Media Relations and Radio Media Tour



Blogger Relations and Engagement

(1.9 million impressions in 2016 pilot)



Today, I have a very special post for you all. I cannot stress enough talking about **food** safety in the kitchen and around your home. It is a huge part of my life that I take very seriously.

That's why I partnered with the nonprofit -Partnership For **Food** Safety Education- so I could help increase awareness, interest, and understanding among families, especially in the Southeast USA, about their role in the chain of prevention to reduce the risk of foodborne illness.

The US food supply is among the safest in the world, however, organisms that you can't see, smell, or **hear** - bacteria, viruses, and tiny parasites - are everywhere in the environment. According to the Centers for Disease Control and Prevention (CDC) each year, 48 million illnesses, 128,000 hospitalizations, and 3,000 deaths in this country can be traced to foodborne pathogens. That number is just astonishing to me in the most horrific way that roughly 1 in 6 Americans (or 48 million people) gets sick of foodborne diseases each year.

Social Media assets,
including set of videos
stylistically similar to
BuzzFeed's Tasty



Facebook Live Events
and
a Twitter Party



- Develop media tools including news releases, fact sheets, tips, recipes, graphic assets and placemats
- Develop radio media tour with PFSE executive director to offer interviews focusing on:
 - Top 10 Holiday Food Safety Tips
 - Holiday Food Safety Myths
 - Best Ways to Get Foodborne Illness This Holiday Season
 - The Core Four Rules of Food Safety
- Partner with 6-8 popular food bloggers across the U.S. to develop a unique holiday recipe complete with food safety steps
- Create fast-motion videos in the popular “Tasty-like” style each focusing on a different aspect of food safety, in partnership with corporate sponsors
- Work with sponsors to develop and execute coordinated Facebook Live events
- Engage consumer audiences through 8-week social media messaging campaign using new and existing content from PFSE and sponsors
- Refresh and incorporate new communications tools focused on the consumer’s role in prevention, aimed at consumers for use by industry members

These tactics will be further amplified by 14,000 BAC! Fighters nationwide and featured on:

- PFSE hosted webinar
- PFSE hosted website with easily downloadable resources

- PFSE weekly e-cards to national network
- PFSE monthly partnership newsletter
- *The Story of Your Dinner* presentation at a quarterly Partnership meeting
- PFSE’s popular social media channels

THE TIMELINE

ACTIVITY	DATE
Evaluate 2016 Program Successes	January - February 2017
Offer Renewal Opportunity to Pilot Sponsors	February 2017
Hold Sponsor Prospect Listening Sessions	March 2017
Sponsor Kick-Off Call	April 2017
Content Creation, Communication Outreach Planning	May 2017 – September 2017
Campaign Assets and Materials Completed	October 2017
Begin BAC! Fighter Outreach	October 2017
National <i>The Story of Your Dinner</i> Campaign Launches	November 1, 2017
Campaign Concludes	January 1, 2018
Final Campaign Report to Sponsor	February, 2018

THE VALUE

The Partnership for Food Safety Education is a nonprofit organization that develops and promotes effective education programs to reduce foodborne illness risk for consumers. PFSE connects food safety and health educators to one another for information exchange and collaboration.

PFSE works with you, as a sponsor, to identify specific business-value metrics to measure your company’s goals and objectives following the campaign.

As a SOYD Sponsor you:

- Align your company’s values in safety and health with the interests of consumers for transparency and exchange
- Connect with peer companies that are industry leaders
- Communicate your company’s food safety and quality assurance values, and build trust and relationship with consumers and customers

We are creating a public conversation about the food safety chain of prevention – including the consumer’s role in this chain of prevention. And as a 2017 investor in *The Story of Your Dinner*, you will inform and inspire stakeholders and thought-leaders toward meaningful progress.

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“Food safety is a non-competitive issue. All of us are in this work together.”

-Michael Roberson, Director of Corporate Quality Assurance, Publix Super Markets, Inc.

“The Story of Your Dinner allowed us to serve consumers beyond our own reach and educate people we couldn’t on our own.”

-Donna Garren, Sr. Vice President, Regulatory Affairs, American Frozen Food Institute

“Cargill partners with the Partnership for Food Safety education because they provide great opportunities to bring the private sector, government agencies, and consumer groups together to share ideas and best practices, and ultimately to educate the public.”

-Mike Robach, VP, Corporate Food Safety and Regulatory Affair, Cargill

DOLLARS AND CENTS

The Partnership for Food Safety Education is seeking to raise \$130,000+ from sponsors to execute the project. These dollars will be dedicated to:



SPONSOR RECOGNITION

As a *Story of Your Dinner* sponsor organization, you will have ongoing interaction with PFSE through program development, campaign updates, and project evaluation.

Sponsors will also have:

- Collaboration opportunities with key sector players that only the non-profit Partnership for Food Safety Education can bring together
- Networking opportunities with decision makers from every interested sector
- Co-convening of industry events to raise the profile of the campaign and food safety issues
- Visibility benefits as follows:

Visibility Benefits	Tier I \$30,000	Tier II \$20,000
SOYD Facebook Live event showcasing your brand's food safety efforts	1X	
Branded Top 10 Holiday Food Safety Tips to share on social media	1X	
Opportunity to co-present at 2019 Consumer Food Safety Education Conference on SOYD campaign	1X	
Logo on short-animated consumer videos	4X	
Exclusive kid-friendly placemat featuring chain of prevention	1X	
Featured partner in paid blogger campaign message	1X	
Invitation to be featured in live Twitter Party	1X	
Featured guest blog post	1X	
Exclusive SOYD recipe card	1X	
Shared kid-friendly placemat featuring chain of prevention		1X
Shared SOYD recipe card		1X
Recognition w link on PFSE E-card reaching 14,000 health & food safety educators	3X	1X
Recognition on PFSE social media channels	3X	1X
Logo on SOYD consumer education video	1X	1X
Logo on SOYD tasty-like videos	1X	1X
Acknowledgement on promotional press release	1X	1X
Recognition on BAC Fighter Brown Bag SOYD Webinar	1X	1X
Recognition on storyofyourdinner.org	1X	1X

MAKE AN IMPACT

The Partnership for Food Safety Education is seeking tax-deductible commitments that can be paid in full or in two 2017 pledge payments. 100% of your commitment will go directly to The Story of Your Dinner and keeping families food safe this holiday season.

LET'S TALK

Shelley Feist, Executive Director
Partnership for Food Safety Education
202-220-0651
sfeist@fightbac.org

The Partnership for Food Safety Education is the originator of science-based food safety messages and the national leader in developing and disseminating information around the linkage of food safety consumer education with positive health outcomes. Founded in 1997, the non-profit Partnership brings together public and private sectors to support health and food safety educators by making their work more visible, collaborative and effective.



www.fightbac.org
storyofyourdinner.org