

## **“Half Your Plate” Sponsorship Description**

With the new US Dietary Guidelines identifying “fill half your plate with fruits and vegetables” as a key message, and with the public health community primed to support it, there is an opportunity to enhance and further extend the message. Based on PBH research, consumers have difficulty understanding how to translate “half your plate” to bowls, lunchboxes, snacks, eating in the car, mixed dishes, diabetic diets, and more. This sponsorship allows a demonstration about what the “plate” would look like in these various situations.

Sponsorship includes:

- A commodity of choice as part of a “plate” that meets Fruits & Veggies—More Matters and US Dietary Guidelines nutrient criteria;
- Menu/recipe development (short preparation time, minimal number of ingredients);
- Consumer recipe testing;
- Nutrient and cost analysis;
- Shopping lists, assembly directions, preparation time; and
- Plate photography: professionally prepared and food styled meals along with Ultra High resolution photography.

A “Half Your Plate” sponsorship will provide the following visibility:

- Use in PBH consumer outreach efforts
- Use in education materials like cookbooks and tear sheets marketed to 100,000 health professionals and educators annually
- Featured on PBH’s consumer website, which receives 70,000+ average monthly web visits
- Shared with more than 5,000+ Facebook and 5000+ Twitter fans and followers
- Use in ongoing PBH public relations and media efforts as part of other key messages, such as healthy eating is not expensive, simple dietary “switches” can have a big impact on nutrition, meals for under \$3, family meals prepared in under 30-minutes, and more.

Photos and cost/nutrient analysis of sponsored “plates” will be available to sponsor for their own use. Additional shared “half your plate” public relations opportunities are available for sponsorship.

Cost: \$4,000 for full sponsorship of a plate  
\$2,500 for ½ sponsorship of a plate  
\$2,000 for ¼ sponsorship of a plate

Time frame: 2011 and ongoing; plates will be produced/developed 5 at a time

**Produce for Better Health Foundation**  
**7465 Lancaster Pike, Suite J, 2<sup>nd</sup> Floor**  
**Hockessin, DE 19707**  
**Phone: 302-235-2329**  
**Fax: 302-235-5555**

**For more information, contact:**

**Renee Bullion at [rbullion@pbhfoundation.org](mailto:rbullion@pbhfoundation.org) or Cyndy Dennis at [cdennis@pbhfoundation.org](mailto:cdennis@pbhfoundation.org)**

## “Half Your Plate” Sponsorship Summary Form

Company: \_\_\_\_\_ Name: \_\_\_\_\_

Project Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please specify which product(s) you are sponsoring:

- |          |          |
|----------|----------|
| 1) _____ | 4) _____ |
| 2) _____ | 5) _____ |
| 3) _____ | 6) _____ |

**A. Plate Sponsorship:**

- |                                  |           |            |            |
|----------------------------------|-----------|------------|------------|
| _____ # plates as a full sponsor | x \$4,000 | = \$ _____ | <b>A.1</b> |
| Featuring which product? _____   |           |            |            |
| _____ # plates as a 1/2 sponsor  | x \$2,500 | = \$ _____ | <b>A.2</b> |
| _____ # plates as a 1/4 sponsor  | x \$2,000 | = \$ _____ | <b>A.3</b> |

**Do you want a “before” and “after” plate makeover for any plate?  Yes  No**  
*(Cost of additional photo and nutrient/cost analysis of “before” plate.)*  
**If yes, \_\_\_\_\_ # plates also need to have a “before shot” x \$2,500 = \$ \_\_\_\_\_ **A.4****

- B. Additional public relations sponsorship opportunities to feature plates:**
- |  |                       |
|--|-----------------------|
| <b>1. Consumer Column (<i>1 plate total</i>) \$9,000</b><br>I will pay for a <input type="checkbox"/> full (\$9,000) <input type="checkbox"/> 1/2 (\$4,500) <input type="checkbox"/> 1/4 of one plate (\$3,000)  | = \$ _____ <b>B.1</b> |
| <b>2. Family Features Food Feature (<i>3 plates total</i>) \$12,000/plate</b><br>I will pay for a <input type="checkbox"/> full (\$12,000) <input type="checkbox"/> 1/2 (\$6,000) <input type="checkbox"/> 1/4 of one plate (\$4,000)  | = \$ _____ <b>B.2</b> |
| <b>3. Satellite Media Tour (<i>4 plates total</i>) \$15,000/plate</b><br>I will pay for a <input type="checkbox"/> full (\$15,000) <input type="checkbox"/> 1/2 (\$7,500) <input type="checkbox"/> 1/4 of one plate (\$5,000)<br><i>(Branded products will be shown in background behind plates)</i> | = \$ _____ <b>B.3</b> |

**C. Non-sponsors: photos & nutrient/cost analysis purchase \$500/plate = \$ \_\_\_\_\_ **C.1****  
*(Cannot be resold nor can they be used in education materials that will be sold. May only be used to extend the “1/2 plate as fruits & veggies” message)*

**TOTAL COST = \$ \_\_\_\_\_**

As a sponsor, I agree to the following (check all that apply):

- I agree that my plate photo and nutrient/cost analysis can be purchased by other organizations for their use to extend the “1/2 plate as fruits & veggies” message.
- Please attach information specific to your product that should be considered in this project (e.g. leave stem on, do not feature with xyz, etc.)
- We will pay in full now (*check made payable to Produce for Better Health Foundation, 7465 Lancaster Pike, Suite J, 2<sup>nd</sup> Floor, Hockessin, DE 19707*), or
- Please send an invoice (*it will be sent to the project contact noted above*)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_