

2024

Sponsorship Opportunities

SAN DIEGO COUNTY FOOD VISION 2030

SAN DIEGO FOOD SYSTEM ALLIANCE

the fourth annual gathering for
san diego county food vision 2030

THURSDAY, OCTOBER 17, 2024
ALL DAY, INDOORS & OUTDOORS
CALIFORNIA CENTER FOR THE ARTS
ESCONDIDO, CA

THEANNUALGATHERING.ORG

Lucken Gibore, urban farmer and educator for the Second Chance Youth Garden Program, speaks in the session “Cultivating the Next Generation of Food System Leaders” at the 2023 Annual Gathering.



THIS FALL, BE A PART OF THE MOVEMENT TO SHIFT FOOD CULTURE & CULTIVATE FOOD JUSTICE IN SAN DIEGO COUNTY

THE 4TH ANNUAL GATHERING IS TAKING PLACE IN OCTOBER 2024, AT THE CALIFORNIA CENTER FOR THE ARTS IN ESCONDIDO.

WHAT IS THE ANNUAL GATHERING ALL ABOUT?

The Annual Gathering takes place every fall, featuring inspirational speakers, interactive sessions, open space for dialogue and networking, and local food.

At the 2024 Annual Gathering, 600 San Diegans will come together and share stories and ideas for how we can invest in our local food economy, preserve agricultural land and soils, elevate wages and working conditions for food and farm workers, increase community ownership and cooperative food business models, promote food sovereignty, and more.

"At the 2023 Annual Gathering, I felt a deeper level of inspiration and desire to play a role in my community food system than I ever have before.

I leave with my heart full and my mind racing with ways to improve our beloved region of San Diego."



HIGHLIGHTS FROM LAST YEAR'S GATHERING



500+

attendees, from diverse sectors

97%

indicated that the Gathering was good, great, or the best event they've attended in a long time

98%

indicated that they formed new relationships at the Gathering that they intend to follow up with

86%

indicated that they saw an extensive commitment to centering racial justice reflected at the Gathering

68%

indicated that there are specific actions or changes in how they will approach their work, based on their Gathering experience

91%

indicated that they plan to attend the 2024 Gathering based off of their experience at the 2023 Annual Gathering

13 IN-DEPTH WORKSHOPS & SESSIONS

The Gathering's 13 breakout sessions explored topics like cultivating the next generation of food system leaders, reimagining our local food economy, building solidarity with food system workers, supporting aspiring farmers, learning about locally landed seafood species, stepping into philanthropy's role in advancing a just transition, and more.

COMMUNITY HALL

The Community Hall featured 20+ local organizations in a fun, buzzy, outdoor lawn space. This was the spot to meet, mingle with, and learn about leaders in San Diego's movement for food system transformation. The Community Hall provided exhibitors with an opportunity to engage with attendees and share about the critical work they do.

HONORING KUMEYAAY WISDOM & LEADERSHIP

Ancestral wisdom and Indigenous ways of life are essential solutions for healing people and the planet. Dr. Stan Rodriguez of the Santa Ysabel Band of the Iipay Nation and Kumeyaay Community College led a powerful opening reminding us of the land's original stewards—the Kumeyaay—at the start of the Gathering, followed by a moving performance by the Inter-Tribal Bird Singers.

LOCALLY SOURCED FOOD & DRINK

Every meal—including breakfast, coffee, tea, lunch, snacks and even the wine at our post-event mixer—was designed and procured in partnership with San Diego County farmers, fishermen, chefs, bakers, and small food business owners.







WATCH LAST YEAR'S SESSIONS ON YOUTUBE

2023 Annual Gathering — Kinship ▶ Play all

YouTube

At the Annual Gathering, San Diegans come together and share stories and ideas for how we can invest in our local food economy, preserve agricultural land and soils, elevate wages and working...



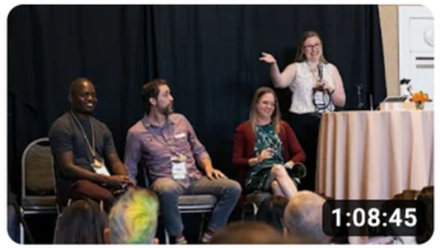
Opening Ceremony | 2023 Annual Gathering — Kinship



Cultivating the Next Generation of Food System...



Food to Remember: Recreating Identity in...



Community Collaborations for Building a Healthier Foo...



Nourishing Our Future: Sustaining Local Food and

WATCH NOW →



THE ANNUAL GATHERING IS AN IMPORTANT PART OF SAN DIEGO COUNTY FOOD VISION 2030.

SAN DIEGO COUNTY FOOD VISION 2030 IS A 10-YEAR REGIONAL PLAN AND AN ONGOING MOVEMENT TO REIMAGINE THE FOOD SYSTEM IN SAN DIEGO COUNTY.

Here are its 10 objectives:

- Preserve Agricultural Land and Soils, and Invest in Long-term Food Production
- Increase the Viability of Local Farms, Fisheries, and Food Businesses
- Scale Up Local, Sustainable, and Equitable Food Value Chains
- Elevate Wages and Working Conditions, and Improve Career Pathways
- Expand Integrated Nutrition and Food Security
- Improve Community Food Environments
- Scale Up Food Waste Prevention, Recovery, and Recycling Initiatives
- Increase Leadership by Black, Indigenous, and People of Color Across the Food System
- Build a Local, Sustainable, and Equitable Food Movement
- Plan for a Resilient Food System

Each objective has detailed strategies to inform policy, program, planning, and investment opportunities. Food Vision 2030 serves as a call to action and political compass as we work together toward a more equitable and resilient future for all.





ABOUT THE ORGANIZERS

The San Diego Food System Alliance is a diverse and inclusive community of leaders in San Diego County—farmers, fishermen, food business owners, workers, organizers, policymakers, funders, and residents—committed to building a food system that works for everyone. Together, we are working toward the goals and objectives in San Diego County Food Vision 2030, collectively outlined by our community. We believe that changing the way we grow food, move food, share food, and think about food ultimately changes the way we treat the planet and each other.

GATHERING ANNUALLY

Each Annual Gathering takes place in the fall and provides a space for people across all sectors to come together, find our common ground, and nurture the movement for food system transformation in San Diego County year after year.

THEMES OF THE GATHERINGS

2021	1ST GATHERING	formation
2022	2ND GATHERING	belonging
2023	3RD GATHERING	kinship
2024	4TH GATHERING	to be determined...

On last year's theme, "kinship" – Every being on this planet is interdependent and undeniably connected. Indigenous communities who have cared for this land since time immemorial have always known that there is only one sustainable way forward: seeing the world around us as a community of life—as kin. Stepping into the accountability that kinship with each other calls for is essential for a livable future.





COMMITMENT TO HEALTH & SAFETY DURING COVID-19

Sharing physical space is powerful and connecting, and we are cautiously hopeful that we can hold this event in person again. That said, we are committed to keeping everyone healthy and safe above all. Our team continues to monitor the status of COVID-19 and is designing the 2024 Annual Gathering in accordance with CDC guidelines and California Department of Health recommendations. We will continue to make adjustments as the situation evolves.

COMMITMENT TO INCLUSION AND ACCESSIBILITY

The Alliance's culture is rooted in a deep commitment to social, environmental, and economic justice for all. Our team strives to make this event as inclusive and accessible as possible. Each year, we provide scholarships, travel stipends, translation, free onsite childcare, and other accommodations at the Annual Gathering. We learn from our community about what they need in order to safely and comfortably participate in this event. We are excited to connect with sponsors who are aligned in this commitment!





EXPECTED ATTENDANCE IN 2024

Up to 600 attendees

Expected attendance for this event is between 550 and 600 people, including leaders and community members from across San Diego County's public, private, and philanthropic sectors, and from all districts.

WHO IS THE GATHERING FOR?

The Gathering is for everyone. Whether you produce, prepare, distribute, serve, or simply love to eat or learn about food, you're likely to attend a session or make a connection at the Annual Gathering that will be valuable to you.

The goal of the Gathering is to provide an inclusive and inspiring space for those working to cultivate justice, fight climate change, and build resilience in their communities—whether through transforming the food system, or leading other movements for social change

"THE ANNUAL GATHERING REMINDS YOU THAT YOU ARE A HUMAN BEING, NOT A HUMAN DOING. THANK YOU FOR SUCH A FULFILLING DAY TO LOOK FORWARD TO."

THANK YOU TO OUR 2023 ANNUAL GATHERING SPONSORS

GOLD SPONSORS

blue california Promise Health Plan

BUILDERS INITIATIVE

FEEDING SAN DIEGO

SAN DIEGO FOOD BANK

San Diego Foundation

SHARP HEALTH PLAN make life better.

US bank

SILVER SPONSORS

CITY HEIGHTS COMMUNITY DEVELOPMENT

ESCONDIDO City of Choice

IMPACTFULL

MÁS ALLÁ

Sunrise Produce Simply the best... For you!

THE CONSERVATION FUND

BRONZE SPONSORS

EDCO edcodisposal.com "We'll Take C

ICF

MISSION FED CREDIT UNION

NORTH COUNTY PHILANTHROPY COUNCIL

Self-Help Credit Union

IN-KIND SPONSORS

DR. BRONNER'S ALL-ONE!

EDCO edcodisposal.com "We'll Take Care of It"

edible SAN DIEGO

KOSHNA spices

patagonia PROVISIONS

SPECIALTY PRODUCE www.specialtyproduce.com

SUPPORT THE GATHERING WITH A SPONSORSHIP

SPONSORSHIP LEVELS

GOLD SPONSOR
$5,000+

- Gold Sponsor recognition (announcement during Gathering, in program, and on website)
- Exhibit table
- Exclusive group food system education opportunity available
- Two (2) tickets to the Gathering

SILVER SPONSOR
$2,500

- Silver Sponsor recognition (announcement during Gathering, in program, and on website)
- Exhibit table
- Two (2) tickets to the Gathering

BRONZE SPONSOR
$1,000

- Bronze Sponsor recognition (announcement during Gathering, in program, and on website)
- One (1) ticket to the Gathering

ADDITIONAL WAYS TO SUPPORT



PRODUCE, BEVERAGE, OR SNACKS PARTNER

We're looking for partners who can donate produce, individually packaged beverages, snacks or other items for event attendees to enjoy throughout the day.

- Recognition in program, on website, and at meal times
- One (1) ticket to the Gathering
- Signage at breakfast and lunch areas

*We're also open to working with partners who can donate monetarily to offset the cost of sourcing local produce – so that we can specifically support small-scale and midsize farmers in the San Diego County region!

SCHOLARSHIP PARTNER
$2,500 COVERS TEN (10) SCHOLARSHIPS

We'd be thrilled to align with partners who can sponsor the cost of registration + stipends for scholarship recipients.

At the Gathering, we're committed to including those who are essential to our food system, but are often left out of decision-making processes: food producers, food and farm workers, small food business owners, and more – particularly Black, Indigenous, and People of Color (BIPOC). For these individuals, we are offering scholarships and stipends to lift the financial burden of attending the Gathering.

- Recognition in program and on website
- One (1) ticket to the Gathering

Theresa Talley, coastal specialist at California Sea Grant and Scripps Institution of Oceanography, shares about locally landed seafood and kelp at a live touch tank, part of “Seafood Alley” at the 2023 Annual Gathering.

Attendees engage in the session “Philanthropy’s Role in Advancing the Just Transition to a Regenerative Economy” at the 2023 Annual Gathering.



Frank Buncom IV, steward at S&S Friendly Ranch located in the Tijuana River Valley, shares about the urgent need for more farmers, and how we might clear a pathway for people to enter this career, in the session “Opportunities for Aspiring Farmers” at the 2023 Annual Gathering.



Lorain Rihan of Lulu's Kitchen speaks about how food can be powerful for reconnecting immigrant communities with their culture and heritage, and how food can also be turned into a tool for oppression, in the session “Food to Remember: Recreating Identity in Diaspora Through Food” at the 2023 Annual Gathering.



To begin a conversation about supporting the 4th Annual Gathering for San Diego County Food Vision 2030, please reach out to

Elly Brown
elly@sdfsa.org
919.328.0046