SPONSORSHIP OPPORTUNITIES

Celebrate with us at

‘A TASTE OF THE FUTURE’

featuring

Walter Robb
Co-CEO

Whole Foods Market

FRIDAY, JULY 24, 2015

Cal Poly, San Luis Obispo

This year’s dinner will take place at Cal Poly in the University Union’s Chumash Auditorium.

Your gift to the College of Agriculture, Food and Environmental Sciences (CAFES) Center for Sustainability is especially appreciated as we continue to offer programs for sustainability supporting

Curriculum ● Campus Farm Operations ● Ecosystem Stewardship ● Soil Health

Please complete the information requested on the sponsorship form and return to:

Mr. Hunter Francis
CAFES Center for Sustainability
California Polytechnic State
University San Luis Obispo, CA
93407

For more information and details on sponsor opportunities, please contact the Center at 805-756-5086 or by email: cfs@calpoly.edu

WWW.CFS.CALPOLY.EDU
WALTER ROBB

With a long and varied entrepreneurial history in natural foods, ranging from retailer to farmer to consultant, Walter Robb joined Whole Foods Market in 1991, and became Co-CEO in 2010. He often refers to his work not as a profession, but as a ‘mission’ to change the way people eat. The remarkable business success of Whole Foods is indeed leading the way within the food industry to a growing appreciation and demand for fresher, more healthful foods.

Mr. Robb is passionate about upholding the Whole Foods mission: “With great courage, integrity and love – we embrace our responsibility to co-create a world where each of us, our communities and our planet can flourish. All the while, celebrating the sheer love and joy of food by continually focusing on ways to improve the company and the community.”

Robb is an ardent organic advocate; he works his own organic garden and has served on the boards of directors for the Organic Trade Association and the Organic Center for Education and Promotion. He graduated Phi Beta Kappa from Stanford University in 1976. His blog can be found at: www.wholefoodsmarket.com/blog/walter-robbs-blog.
SPONSORSHIP REGISTRATION

CATEGORY

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Premier Sponsor</td>
<td>$10,000</td>
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<tr>
<td>Gold Sponsor</td>
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<tr>
<td>Silver Sponsor</td>
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<td>Green Sponsor</td>
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<td>Center Sustainer</td>
<td>$500</td>
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<tr>
<td>Event Contributor</td>
<td>$100-499</td>
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</tbody>
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SPONSOR INFORMATION

Name: ________________________________________________________________

Email: ________________________________________________________________

Company: ____________________________________________________________

Website: ____________________________________________________________

Street Address: ________________________________________________________

City: ___________________________ State: ___________ Zip: ________________

Phone: ________________________________________________________________

Fax: _________________________________________________________________

I am donating a product or service to the event or auction (in-kind contribution). Please describe:

____________________________________________________________________

Approximate in-kind value: ____________________________________________

PAYMENT INFORMATION

Payment method:  **Check** (payable to ‘CAFES Center for Sustainability’)  **Credit Card**  Other

Amount $ ____________________________

Credit Card Number: __________________________________________________

Expiration Date: ______________________________________________________

Name on Card: _________________________________________________________

Signature: ___________________________________________________________________
SPONSORSHIP OPPORTUNITIES

Your sponsorship makes it possible for the Center for Sustainability to assist Cal Poly in expanding its programs for sustainable agriculture. The Center for Sustainability is part of the Cal Poly Corporation, a 501(c)3 non-profit. Sponsors will receive recognition listings inside our fundraiser dinner program, and on the Center for Sustainability websites – in addition to:

- Exposure to the Cal Poly community: administrators, faculty, students, alumni and friends
- An excellent opportunity to support regional, sustainable agriculture
- Media coverage on and off campus & recognition at the events

TASTE OF THE FUTURE
SPONSORSHIP LEVEL BENEFITS

PREMIER SPONSOR: $10,000

- Front row table of 8 reserved for your guests at fundraiser dinner on July 24
- Special recognition in all media outreach
- Full page ad in fundraiser dinner program
- Prominent logo placement on promotional posters
- Prominent logo and hotlink on event website
- Introduction/recognition at fundraiser dinner
- Recognition as Premier Sponsor in news releases for the event
- University recognition, including ‘Sponsored Guest’ Cal Poly parking passes

GOLD SPONSOR: $5,000

- Seats for 4 guests at fundraiser dinner on July 24
- Recognition in print media outreach
- 1/2 page ad inside fundraiser dinner program
- Logo placement on promotional posters
- Prominent logo and hotlink on event website
TASTE OF THE FUTURE  
SPONSORSHIP LEVEL BENEFITS

Continued...

**Silver Sponsor: $2,500**
- Seats for 2 guests at fundraiser dinner on July 24
- 1/4 page ad inside fundraiser dinner program
- Logo and hotlink on event website

**Green Sponsor: $1,000**
- Logo display in fundraiser dinner program
- Logo and hotlink on event website

**Center Sustainer: $500**
- Recognition listing inside fundraiser dinner program
- Logo and hotlink on event website

**Event Contributor: $100-499**
- Recognition listing inside fundraiser dinner program
- Recognition listing on event website

**In-Kind & Auction Contributions**
- Please contact us if you are interested in supplying food, beverage, gift items, hosting or media coverage.
- Sponsor recognition will be based on gift dollar amount (excluding 'Premier' Sponsorship).
- Sponsor benefits (i.e., dinner tickets and advertising) will be accorded by arrangement.

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**CENTER FOR SUSTAINABILITY**  
CAL POLY AGRICULTURE, FOOD  
AND ENVIRONMENTAL SCIENCES

**Thank You For Your Support!**