



CENTER FOR FOOD & SOCIAL JUSTICE

SPONSORSHIPS KIT

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About Us

Studio ATAO (āh-tào, stands for all together at once) is an award-winning, 501(c)3 nonprofit defining more equitable standards for the food, beverage, and hospitality industry through community-informed research, education, and programming.

We are on a mission to make social justice relevant, accessible, and actionable to everyone in the FBH industry. Our vision is to cultivate a food, beverage, and hospitality industry that empowers and nourishes everyone within and around it.



ATAO is pronounced ah-tao, and stands for all together at once.

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1 Hospitality Worker Town Halls

A nationwide series of in-person gatherings, modeled after legislative Town Halls, to amplify the voices of current, frontline hospitality workers on:

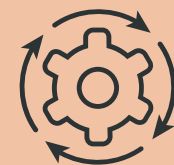


The **future** they want for their own hospitality workplaces.



What **changes** are necessary to move toward a more equitable industry.

[Read more about the goals & findings from Town Halls here.](#)



EVENT DETAILS

- 3-5 cities per year
- 2-day events per city
- Free to attend, with food & beverage provided
- Capped at 35 guests
- Held on Mondays/Tuesdays
- Runs 3 hours: 2-hour Town Hall, 1-hour social mingling



SPONSORSHIP TIERS

- \$10,000 - Founding Sponsor
- \$5,000 - City Sponsor
- \$1,000 - Supporting Sponsor

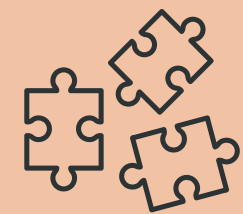
Sponsor dollars go towards covering venue, F&B, and labor costs. [Read about sponsorship perks at each level here.](#)

2 Food Systems 101 Curriculum

The first-of-its-kind food & beverage (F&B) studies curriculum made *for* F&B workers, *by* industry workers. It examines the systems of F&B in the U.S. through an explicitly social justice lens, with an emphasis of QTBIPOC contributions to the field. [Read more here.](#)

Our goals for the curriculum:

-  Democratize food education for 19+ million U.S. F&B workers
-  Offer a multi-lingual curriculum, with scholarships for QTBIPOC
-  Host virtual & in-person cohort learning Fall 2023



MODULE OVERVIEW

1. Food Systems Timeline
2. Agriculture & Supply Chain
3. Food & Beverage Products
4. Food, Beverage, Hospitality
5. Media, Culture, Representation
6. Food Policy
7. Food & Nutrition Sciences
8. Food Futures



SPONSORSHIP TIERS




- \$20,000 - Founding Sponsor
- \$10,000 - Supporting Sponsor
- \$5,000 - Cohort Sponsor

Sponsor dollars go towards providing QTBIPOC scholarships. [Read about the perks at each level here.](#)

3 Ask Me Anything on Discord

Our private Discord server for socially conscious hospitality professionals is 550+ strong and growing! *Ask Me Anything* are monthly, semi-live Q&A sessions with public figures & subject matter experts within the F&B industry. [Join the Discord here.](#)

Our goals for the AMAs:

-  Strengthen connections between folks from different backgrounds
-  Humanize & learn from public figures
-  Educate others about the complexity & nuances of the F&B industry



PAST GUESTS

- Youngmi Mayer, comedian
- Eli Sussman & Ivy Knight, restaurant meme artists
- Condé Nast Union
- Jon Kung, chef & TikTok star
- Kim Pham, co-founder of Omsom
- Jaya Saxena, food writer



SPONSORSHIP DETAILS

- \$2,000 per AMA
- Studio ATAO to source guests & coordinate all logistics
- Studio ATAO, guest(s), and sponsor to jointly promote AMA via social media
- Sponsor materials to be disseminated via Discord

4 Little Bites Social Video Content

A social media content series exploring little-known aspects of food & beverage history in the U.S. These custom-scripted & illustrated 60-90 second videos offer accessible education on QTBIPOC foodways & worker-led social justice efforts.

Our Instagram reach:



- 10.2K followers
- 23K accounts reached monthly
- 48K impressions monthly

[See more of our Instagram content here.](#)



EXAMPLES

- [The Three Sisters](#)
- [Prohibition's Secret](#)
- [First Strikers of St. Louis](#)



SPONSORSHIP DETAILS

- \$2,500 per video
- Studio ATAO to conduct research, script, illustrate video with sponsor themes
- Studio ATAO & sponsor to jointly publish & promote content via social media
- Studio ATAO to provide resources in social caption

5 *Eat, Drink, and Do Good* Monthly Newsletter

Our monthly newsletter (and accompanying podcast) features original thought pieces from emerging writers. These offer critical analyses that examine the relationship between food, beverage, hospitality, and social justice. [Read the full newsletter archive.](#)

Our newsletter reach:



- 10K+ subscribers
- ~50% avg. open rate
- ~2% avg. click rate
- Podcast distributed via Spotify, Apple, Google, iTunes, iHeartRadio, Stitcher



PAST NEWSLETTERS

- [*Decentering Thinness in Food Equity Work*](#)
- [*Restaurant Culture Breeds Disordered Eating*](#)
- [*Prison Labor Fills the Worker Gap in our Food System*](#)
- [*The False Promise of Lab-Grown Meat*](#)



SPONSORSHIP DETAILS

- \$2,000 per newsletter
- Studio ATAO to secure op-ed writer & finalize copy
- Sponsor & relevant materials to be highlighted throughout newsletter & podcast
- Studio ATAO, writer, and sponsor to jointly promote newsletter via social media

LET'S WORK TOGETHER!



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