



FOOD BANK
COALITION OF SAN LUIS OBISPO COUNTY



2018 SPONSORSHIP OPPORTUNITIES

Hunger Awareness Day

June 1, 2018

Sustaining Member Appreciation Dinner

Summer 2018

Hope for the Holidays

November 1, 2018 – December 14, 2018

Turkey Drive

November 15, 2018

Turkey Trot

November 22, 2018

PRESENTING SPONSOR - \$10,000

- Media Exposure
- Company name/logo included **LARGEST** in all advertisements
- Logo, link and quote on Food Bank website for one year
- Sponsor Highlight article on Food Bank website
- Company name/logo on Food Drive barrels (Holiday events)
- Feature article and logo placement in Newsletter
- Acknowledgment on social media posts
- Featured in thank-you advertising
- **BOLD** name acknowledgment in annual report
- Invitation to Appreciation Dinner & Food Bank Events
- Company plaque presented
- Exclusive tour and luncheon at the Food Bank's facility

PREMIUM SPONSOR - \$5,000

- Logo included in all advertisements
- Logo and link on Food Bank website for one year
- Logo on Food Drive barrels (Holiday events)
- Name and Logo placement in Newsletter
- Acknowledgment on social media posts
- Name & logo in thank-you advertising
- Name acknowledgment in annual report
- Invitation to Appreciation Dinner & Food Bank Events
- Company plaque presented

SUPPORTING SPONSOR - \$2,500

- Logo included in all advertisements
- Logo on Food Bank website for six months
- Logo on Food Drive barrels (Holiday events)
- Name acknowledged in newsletter
- Acknowledgment on social media posts
- Name in thank-you advertising
- Name acknowledgment in annual report
- Invitation to Food Bank Events
- Company plaque presented

Hunger Awareness Day



“One Day, One Dollar, One Big Challenge to Feed the Hungry”. This signature event takes place on the first Friday in June. Over 25 donation sites are set up from 7am to 7pm in Cambria, Paso Robles, Templeton, Atascadero, Morro Bay, Cayucos, Los Osos, San Luis Obispo, Grover Beach, Arroyo Grande, Pismo Beach, and Nipomo. New sites are welcomed each year. With live radio and TV coverage, the community support from businesses, clubs, schools, civic groups, families and individuals is tremendous. Our goal is \$100,000...one dollar at a time.

Sustaining Member Appreciation Dinner



A new event in 2018, this appreciation dinner is *under construction*. Our \$5,000 a year or more Sustaining Members, part of the “200 Club,” will be invited. The Food Bank’s goal is to have 200 Sustaining Members who give \$5,000 a year (or more). This will add 1 million dollars a year to our fundraising and allow positive growth for our programs. This dinner is a thank-you, not a fundraiser. Sponsorships will fund this event so that no Food Bank dollars are spent. We are excited to begin this signature event in the summer of 2018. Date TBA.



Hope for the Holidays

“Help feed a family this Holiday Season”. Hope for the Holidays is a food and fund drive that starts November 1, 2018 and runs through December 14, 2018. The Food Bank and volunteers conduct the food & fund drives at one designated grocery stores in each city throughout the county. These food & fund drives take place all day on Saturdays. Volunteers come from civic and service clubs, sports teams, faith groups, youth clubs, businesses, families and individuals. 3rd party food drives are held at locations such as in offices, at parties, at schools, at faith communities, at neighborhood communities, in stores & elsewhere. Sponsorship logos will be on all barrels, flyers and

posters.



Turkey Drive

We partner with KCOY & newscaster Dave Alley for the annual Turkey Drive. Donors drop off frozen turkeys and monetary funds in 3 different locations in SLO County such as the Food Bank in SLO, CA Fresh in Pismo Beach and Vons in Atascadero. Drop off sites are open from 7am to 7pm on November 15, 2018. We will also accept nutritious non-perishable food items. Dave Alley will be doing live feeds between 5pm and 7pm and Sponsorship Check Presentations will happen on air during that time. Dimes Media will have

broadcasts about our progress throughout the day. Our refrigerated trucks will be on site to collect all of the donated turkeys.



Turkey Trot

The Turkey Trot takes place on Thanksgiving Day morning. The Trot is a 2 mile walk or a 5 mile run along the Bob Jones Trail. Check in is at the Promenade on the corner of Front Street and San Francisco in Avila Beach. Check in is at 8am and the trot starts at 8:30. Rain or Shine! This is covered by KSBY and is well attended. It is a free event with a suggested \$10 donation. All benefits will go to feed the food insecure in San Luis Obispo County during the holiday season. This is a true, family friendly event that inspires people to be thankful for the meal they will be consuming later in the day and help those that are not as fortunate.

Contact Susan Olson for more information. solson@slofoodbank.org or 805-238-4664