



FOOD BANK
COALITION OF SAN LUIS OBISPO COUNTY



2019 EVENT SPONSORSHIP OPPORTUNITIES

Hunger Awareness Day
June 7, 2019

Hope for the Holidays
*November 1, 2019 –
December 14, 2019*

Turkey Drive
November 21, 2019

Turkey Trot
November 28, 2019

PRESENTING SPONSOR - \$10,000

Premium Sponsor Benefits plus:

- 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
- Feature article and logo placement in Newsletter
- Featured in thank-you advertising
- **BOLD** name acknowledgment in annual report
- Invitation to Appreciation Dinner & Food Bank Events
- Exclusive tour and luncheon at the Food Bank's facility

PREMIUM SPONSOR - \$5,000

Supporting Sponsor Benefits plus:

- Logo and link on Food Bank website for one year
- Name and Logo placement in Newsletter
- Name & logo in thank-you advertising

SUPPORTING SPONSOR - \$2,500

Contributing Sponsor Benefits plus:

- Logo on Food Bank website for six months
- Logo on Food Drive barrels (Holiday events)
- Invitation to Appreciation Dinner & Food Bank Events

CONTRIBUTING SPONSOR- \$1,000

- Logo included in all advertisements
- Name acknowledged in newsletter
- Acknowledgment on social media posts
- Name in thank-you advertising
- Name acknowledgment in annual report

WHAT WE DO

Supply - We harvest over 270,000 pounds of fresh produce from local growers, rescue unsellable items from grocery stores and buy shelf stable items in large quantities (for every dollar donated we can buy \$7 worth of food).

Distribute - We warehouse, sort and package food and get it into the hands of those in need through our own food distributions and our community and agency partners.

Educate - To flourish, you must nourish. From grade school children, to families, to seniors, we provide nutritional education and simple, healthy recipes from our on-staff nutritionist.



Event Details



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.



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, 2019 and runs through December 14, 2019. 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 21, 2019. 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 \$20 donation and a sock/t-shirt give away. 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 to help those that are not as fortunate.

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

Business Opportunities 2019



Thank you for agreeing to be a business sponsor for the Food Bank Coalition of San Luis Obispo County in 2019. Your participation is vital to our ability to fulfill our goal of involving the community in the awareness and elimination of hunger in SLO County.

Please check all events you wish to sponsor

Hunger Awareness Day - 6/7/19

- \$10,000 Presenting Sponsor
- \$5,000 Premium Sponsor
- \$2,500 Supporting Sponsor
- \$1,000 Contributing Sponsor

Hope for the Holidays - 11/1/19 – 12/14/19

- \$10,000 Presenting Sponsor
- \$5,000 Premium Sponsor
- \$2,500 Supporting Sponsor
- \$1,000 Contributing Sponsor

Turkey Drive - 11/21/10

- \$10,000 Presenting Sponsor
- \$5,000 Premium Sponsor
- \$2,500 Supporting Sponsor
- \$1,000 Contributing Sponsor

Turkey Trot - 11/28/19

- \$10,000 Presenting Sponsor
- \$5,000 Premium Sponsor
- \$2,500 Supporting Sponsor
- \$1,000 Contributing Sponsor

Matching Gift Program 2019

- Yes! I am interested in sponsoring a matching gift program for my employees with the Food Bank Coalition of SLO County as the recipient.

Conference Room

- Yes! I am interested in reserving the Food Bank's conference room for a business meeting and afterwards volunteering in the warehouse as a team building session.

Paid Time off

- Yes! I am interested in sponsoring paid time off for employees to volunteer for the Food Bank.

Warehouse Tour

- Yes! I am interested in a tour of the warehouse and learning more about the Food Bank.

I am unable to sponsor an event, but would like to make a general pledge of \$ _____ to the Food Bank Coalition of SLO County.

Pledge Information:

Contact Name: _____

Company Name: _____

Email: _____

Phone: _____

Mailing Address: _____

Contact:

Susan Olson
Director of Development
805-238-4664 office
805-369-9968 cell

The Food Bank is a 501c3 tax ID No: 77-02-107-27

Return form:

FAX: 805-238-6956
EMAIL: solson@slofoodbank.org
MAIL: Food Bank Coalition of SLO County
1180 Kendall Road
San Luis Obispo, CA 93401

You will be emailed a pledge receipt and a donation invoice once this form is received. Your sponsorship payment is due 30 days before the event. You will be emailed a reminder one week before your sponsorship is due. You may make your payment at any time before the due date. Thank you for your support!

