

**FOOD
BANK**
of Eastern Michigan



**FEEDING
AMERICA**



GIVING OPPORTUNITIES 2024



ABOUT US

The Food Bank of Eastern Michigan serves a network of nearly 600 hunger relief partners throughout 22 counties. Together, this network acts as a safety-net for more than 211,270 food insecure people in our service area. By providing food assistance to neighbors in need, we help bridge the gaps in household incomes so families have access to vital nutrition. The Food Bank is a long-standing and highly respected organization and has been committed to fighting hunger and working to meet the rising need since it first opened in 1981.

WHAT WE DO

With the help of our partners, every year we distribute more than 30 million pounds of food to neighbors in need. Due to partnerships with retail grocers, farmers, food distributors and manufacturers, we are able to leverage our buying power and for every \$1 donated, we can provide 6 meals. Throughout the year, we host several events to raise funds to support our mission. When you sponsor a Food Bank event, your organization becomes a partner in the fight against hunger. With 98 cents of every \$1 going directly to food and feeding programs, you can trust that your investment is having maximum impact in your community!

BUT WE NEED YOU!

MARCH 1, 2024 • 7:00 AM TO 7:00 PM



FEEDING FRENZY



KICK OFF MARCH AGAINST HUNGER MONTH!

Become a sponsor of the 2024 Fox Feeding Frenzy Radiothon to raise funds and awareness to fight food insecurity in our communities!

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP— \$10,000

- Live or pre-recorded interview to air during radiothon with Food Bank CEO
- Event will be referred to as Fox 103.9 Feeding Frenzy Radiothon presented by **[YOUR COMPANY]**
- Kick-off the 2024 March Against Hunger campaign with the opportunity to have a customized online donation page created for your organization (*branding, mission*)
- On-air mentions throughout the broadcast
- Logo recognition in all radiothon e-blasts and social media postings
- Throughout radiothon, DJs will announce, “call the **[YOUR COMPANY]** phone banks”
- Live on-air check presentation with photo and social media posting during opening hour of the broadcast with Food Bank CEO
- 6 complimentary tickets to Empty Bowls (*September 19, 2024*)
- Company presence at closing of event to announce the final results
- Logo on FOX 103.9 website

SPOTLIGHT SPONSORSHIP— \$5,000

- Live or pre-recorded interview with one of the radio hosts
- Promotion on Food Bank social media, 103.9 The Fox and ClassicFox.com
- Throughout radiothon, DJs will announce, “visit the **[YOUR COMPANY]** online donation page”
- Check presentation with photo and social media posting with DJs during the broadcast hour of your choice (*except for opening hour*) or pre/post event at our Hunger Solution Center location
- 4 complimentary tickets to Empty Bowls (*September 19, 2024*)

COMMUNITY SPONSORSHIP— \$2,500

- Live or pre-recorded interview with one of the radio hosts
- Promotion on Food Bank social media, 103.9 The Fox and ClassicFox.com
- 2 complimentary tickets to Empty Bowls (*September 19, 2024*)
- Check presentation with photo and social media posting with DJs during the broadcast hour of your choice (*except for opening hour*) or pre/post event at our Hunger Solution Center location

CORPORATE SPONSORSHIP— \$1,500

- Live or pre-recorded interview with one of the radio hosts
- Promotion on Food Bank social media, 103.9 The Fox and ClassicFox.com

PARTNER SPONSORSHIP— \$1,000

- On-air “thank you” during the radiothon on 103.9 The Fox
- Promotion on Food Bank social media, 103.9 The Fox and ClassicFox.com

FRIEND SPONSORSHIP— \$500

- On-air “thank you” during the radiothon on 103.9 The Fox

Sponsorship Agreement Form (see back of packet) must be filled out and submitted with payment in full by February 26, 2024. Logo must be submitted at the same time as a high resolution .jpg, .png, .pdf or a vector .eps file.

JUNE 14, 2024

CHIP to end IN HUNGER

Our golf outing gets more popular every year! Once again, this year's event will be held at Sugarbush Golf Club in Davison, Michigan. Become a sponsor to get your organization's name on the course or a team on the green! Enjoy a day of golf at Sugarbush Golf Club while supporting our efforts to end hunger in the communities we serve.

EXCLUSIVE OPPORTUNITIES AVAILABLE:

All exclusive sponsorships will receive recognition on social media, on-course signage, and the opportunity for on-course marketing representation during the event.

TITLE SPONSOR — \$10,000

- Representation in promotional video
- Prominent acknowledgement on event signage and program
- Numerous opportunities for social media engagement, digital recognition and more
- Entry for two 4-person teams

PRESENTING SPONSOR — \$7,500

- Recognition in promotional video
- Prominent acknowledgement on event signage and program
- Numerous opportunities for social media engagement, digital recognition and more
- Entry for one 4-person team

GOLF CART SPONSOR — \$5,000

- Logo on all golf carts
- Opportunity to include ad in starting materials
- Entry for one 4-person team

GOLF TOWEL SPONSOR — \$3,000

- Recognition on co-branded event item

SWAG BAG SPONSOR — \$2,500

- Recognition on co-branded attendance gift

BEVERAGE CART SPONSOR — \$2,000

- Acknowledgement on beverage carts

MULTIPLE OPPORTUNITIES AVAILABLE:

FOOD/BEVERAGE STATION SPONSOR — \$1,000

- Acknowledgement at a select food/beverage station
- On-course signage

CONTEST SPONSOR — \$500

- Acknowledgement in event schedule
- On-course signage

COURSE SPONSOR — \$250

- On-course signage



Sponsorship Agreement Form (see back of packet) must be filled out and submitted with payment in full by May 31, 2024. Logo must be submitted at the same time as a high resolution .jpg, .png, .pdf or a vector .eps file.

SEPTEMBER 19, 2024

EMPTY BOWLS



Held during national Hunger Action Month, this event is the Food Bank's signature fundraiser! Widely recognized as our most popular event, nearly 1,000 attendees enjoy a simple meal of soup, bread and dessert. Guests also take home a handcrafted bowl as a reminder of hunger in our community. Become a sponsor and help us fill empty bowls all year long.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR — \$10,000

- Recognized throughout print and digital promotions
- Representation in promotional video
- Opportunity for on-site marketing representation
- Prominent acknowledgement on event signage and program
- Numerous opportunities for social media engagement, digital recognition and more
- 14 event tickets

PRESENTING SPONSOR — \$7,500

- Recognition in promotional video
- Opportunity for on-site marketing representation
- Prominent acknowledgement on event signage and program
- Numerous opportunities for social media engagement, digital recognition and more
- 12 event tickets

PLATINUM SPONSOR — \$5,000

- Opportunity for on-site marketing representation
- Full-page ad in program
- Special acknowledgement on event signage & social media
- 10 event tickets

GOLD SPONSOR — \$2,500

- Full-page ad in program
- Recognition on event signage & social media
- 8 event tickets

SILVER SPONSOR — \$1,500

- Half-page ad in program
- Recognition on event signage & social media
- 6 event tickets

BRONZE SPONSOR — \$1,000

- Half-page ad in program
- Recognition on event signage & social media
- 4 event tickets

PEWTER SPONSOR — \$500

- Logo featured collectively in program
- Recognition on event signage & social media
- 2 event tickets



Sponsorship Agreement Form (see back of packet) must be filled out and submitted with payment in full by September 6, 2024. Logo must be submitted at the same time as a high resolution .jpg, .png, .pdf or a vector .eps file.

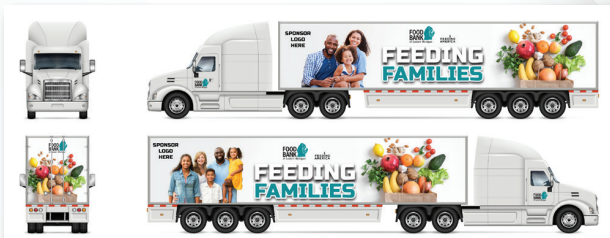
**FOOD
BANK**
of Eastern Michigan



FEEDING
AMERICA

TRUCK SPONSORSHIP

*Join us in our mission to provide food where it is needed most,
while proudly displaying your logo on our fleet.*



*(Artwork is for sample purposes only;
final imprint may vary)*

Turn your brand into a mobile billboard by prominently displaying your logo on one or more of our diverse fleet of trucks. These vehicles serve as lifelines, distributing food across **22 eastern Michigan counties**, spanning from Flint to Port Huron and reaching up to the Mackinaw Bridge. Navigating a network of interstate highways and rural roads, they become mobile billboards, creating countless impressions on the diverse populations they encounter.

Our transportation lineup boasts **20 semi-trailers, 6 straight trucks, and 7 culinary box trucks**, collectively covering more than **500,000 miles annually**. Each truck plays a unique role — box trucks handle local deliveries, semi-trucks tackle long-haul journeys, and straight trucks cover everything in between. These trucks are vital conduits distributing food to our network of 700 partner agencies spanning 22 counties in eastern Michigan.

Beyond the daily routes, our trucks support nearly **1,522 mobile food distributions** and **70 summer feeding sites** annually. While parked at each site, these trucks provide the opportunity to reinforce your logo to **300 - 400 families** and **20 volunteers**, impacting thousands of volunteers and recipients per week. Our fleet can also be seen 6 days a week picking up donations from our retail partners, increasing your visibility to an even broader demographic.

SPONSORSHIP BENEFITS

- Your organization will gain visibility providing millions of impressions during the sponsorship period
- You will be partnering with a highly respected nonprofit organization
- Company logo on branded truck(s), one sponsor per vehicle
- Unveiling event with your staff and the Food Bank of Eastern Michigan
- Recognition on social media, website and Food Bank of Eastern Michigan printed publications

MORE WAYS TO HELP!

There are so many ways to make a difference at the Food Bank of Eastern Michigan.

MONTHLY SPONSORSHIP

New for this year we are offering “monthly sponsor” opportunities! As a monthly sponsor, your business will receive a customized marketing package including (but not limited to): social media promotion, branded recipe posts, exciting volunteer opportunities in our warehouse or at mobile food distribution sites and a professionally edited video interview with you and/or your staff!

SUPPORT AN ONGOING CAMPAIGN

An excellent way to contribute to our fight against hunger is to engage in our established initiatives, like the **March Against Hunger** (March), **Hunger Action Month** (September), **Holiday Campaign** (November - December), and ongoing expansion projects. Your participation in these campaigns can involve activities such as selling and displaying paper bootprints, holiday ornaments or organizing a fundraiser personalized to fit your organization.

DONATE AN AUCTION ITEM

Donate an item to one of our auctions (typically held during **Empty Bowls** and the **Chip In To End Hunger Golf Outing**).

HOST AN EVENT OR FUNDRAISER

A great way to make an impact is to plan and host an event or fundraiser on behalf of the Food Bank of Eastern Michigan. **Fund drives** and **online giving campaigns** provide significant donations that go a long way toward feeding our neighbors.

VOLUNTEER

The Food Bank has volunteer opportunities for individuals and groups. For more information or to schedule a shift please contact us.

FOR MORE INFORMATION CONTACT US

Food Bank of Eastern Michigan

(810) 239-4441

FBEM.ORG

This institution is an equal opportunity provider



2024 SPONSORSHIP AGREEMENT FORM

Yes, My business would like to support the FBEM mission to end food insecurity in our communities!

Company Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Contact Person _____

Phone Number _____ Email _____

Please select the levels you wish to sponsor:

Fox Feeding Frenzy Radiothon:

- \$10,000 (Presenting)*
- \$5,000 (Spotlight)*
- \$2,500 (Community)
- \$1,500 (Corporate)
- \$1,000 (Partner)
- \$500 (Friend)

Empty Bowls:

- \$10,000 (Title)*
- \$7,500 (Presenting)*
- \$5,000 (Platinum)
- \$2,500 (Gold)
- \$1,500 (Silver)
- \$1,000 (Bronze)
- \$500 (Pewter)

Chip in to End Hunger Golf Outing:

- \$10,000 (Title)*
- \$7,500 (Presenting)*
- \$5,000 (Golf Cart)*
- \$3,000 (Golf Towel)*
- \$2,500 (Swag Bag)*
- \$2,000 (Beverage Cart)*
- \$1,000 (Food/Beverage Station)
- \$500 (Contest)
- \$250 (Course)

Interested in learning more about (not a commitment):

- Truck Sponsorship
- Sponsor a Month
- Support Another Campaign
- Donate an Auction Item
- Hosting an Event or Fundraiser
- Volunteer Opportunities

Invoice Me Check Enclosed Call me, I'd like to pay via credit card

**Exclusive sponsorships are based on a first commitment basis.*

Sponsorship payment is required prior to date of event. I understand that by signing this agreement, I am committing my company/organization/self to sponsor at the sponsorship levels selected above.

Signature _____

Please submit this form to:

Food Bank of Eastern Michigan • Attn: Development
2300 Lapeer Rd. • Flint, MI 48503 or via email at kmcglaughlin@fbem.us

Questions: Please contact Kaitlyn McGlaughlin kmcglaughlin@fbem.us or 810.396.0241