



# **GIVING OPPORTUNITIES 2025**



## ABOUT US

The Food Bank of Eastern Michigan partners with over 600 hunger relief organizations across 22 counties, forming a crucial safety net for over 211,000 food-insecure individuals in the region. By offering food assistance, we help fill gaps in household budgets, ensuring families have access to essential nutrition. Since its founding in 1981, the Food Bank has been a trusted and respected leader in the fight against hunger, steadfastly addressing the growing demand in our communities.

## WHAT WE DO

With the support of our partners, we distribute over 30 million pounds of food annually to neighbors in need. Thanks to collaborations with retail grocers, farmers, food distributors, and manufacturers, we maximize our buying power—providing **6 meals for every \$1 donated**.

Throughout the year, we host events to raise essential funds for our mission. By sponsoring a Food Bank event, your organization becomes an integral part of the fight against hunger. With 98 cents of every dollar going directly to food and feeding programs, you can trust that your contribution is making a significant impact in your community.

But we can't do it alone—we need you!  
Join us in ensuring that no one goes hungry.  
**Together, we can make a difference.**

**FOR MORE INFORMATION CONTACT US**

**Food Bank of Eastern Michigan**

**(810) 239-4441**

**FBEM.ORG**

*This institution is an equal opportunity provider*

## MORE WAYS TO HELP!

### MONTHLY SPONSORSHIP

As a monthly sponsor, your business will receive a customized marketing package including (but not limited to): social media promotion, branded 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!

### TRUCK SPONSORSHIP

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 trucks support nearly 1,522 mobile food distributions and 70 summer feeding sites annually. While parked at each site, they display your logo to approximately 300 – 400 families and 20 volunteers, impacting thousands of people every 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.

### 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). This is great for putting your products or services in front of a new audience, all while supporting an important mission.

### 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

Volunteers are critical to our mission! Millions of pounds of food pass through the Food Bank each year. This food must be inspected, sorted and packaged before it can be delivered to our hunger relief network. When you volunteer at the Food Bank, the food you sort will stock the shelves of a neighborhood pantry and eventually ease the burden of someone facing hunger. In just 2 hours, a single volunteer sorts enough food to feed 710 people!

### ROOM RENTAL

Our Hunger Solution Center provides space for events and meetings in our Community Room(s) and Board Room with minimal facility usage fees. The meeting rooms can accommodate groups up to 160 people as we welcome our partners, corporate groups, nonprofit and professional groups. Events and meetings that are ineligible would include fundraising, press and media events, celebrations and political activities. Subject to availability





# FEEDING FRENZY

PRESENTED BY Kroger



## FEB. 28, 2025

**103.9 The Fox**  
7:00 am to 7:00 pm

Kick off March Against Hunger awareness month! Become a sponsor of the 2025 Fox Feeding Frenzy Radiothon (presented by Kroger)! This fun and popular event helps us to raise funds and awareness to fight food insecurity throughout our communities!

**Matching \$25,000  
gift provided by:**



*Sponsorship Agreement Form (see back of packet) must be filled out and submitted with payment in full by February 25, 2025. Logo must be submitted at the same time as a high resolution .jpg, .png, .pdf or a vector .eps file.*

## 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 2025 March Against Hunger campaign with the opportunity to have a customized online donation page created for your organization
- 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 18, 2025)
- Company presence at closing of event to announce the final results
- Promotion on Food Bank social media, 103.9 The Fox and ClassicFox.com
- Tax Benefit: \$9,700



### 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 18, 2025)
- Tax Benefit: \$4,850

### 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 18, 2025)
- 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
- Tax Benefit: \$2,425

### 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
- Tax Benefit: \$1,450

### 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
- Tax Benefit: \$970

### FRIEND SPONSORSHIP— \$500

- On-air “thank you” during the radiothon on 103.9 The Fox
- Tax Benefit: \$485

Questions? Contact  
Kaitlyn McGlaughlin  
(Development Coordinator)



kmcglaughlin@fbem.us  
(810) 396-0241



# CHIP IN *to end* HUNGER



**JUNE 27, 2025**

## **Sugarbush Golf Club**

1 Sugarbush Drive  
Davison, MI 48423

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.

*Sponsorship Agreement Form (see back of packet) must be filled out and submitted with payment in full by June 6, 2025. Logo must be submitted at the same time as a high resolution .jpg, .png, .pdf or a vector .eps file.*

## **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
- Tax Benefit: \$9,700

### **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
- Tax Benefit: \$7,250

### **GOLF CART SPONSOR — \$5,000**

- Logo on all golf carts
- Opportunity to include ad in starting materials
- Entry for one 4-person team
- Tax Benefit: \$4,850

### **GOLF TOWEL SPONSOR — \$3,000**

- Recognition on co-branded event item
- Tax Benefit: \$2,910

### **SWAG BAG SPONSOR — \$2,500**

- Recognition on co-branded attendance gift ("swag bag")
- Tax Benefit: \$2,485

### **BEVERAGE CART SPONSOR — \$2,000**

- Acknowledgement on beverage carts
- Tax Benefit: \$1,940

## **MULTIPLE OPPORTUNITIES:**

### **FOOD/BEVERAGE SPONSOR — \$1,000**

- Acknowledgement at a select food/beverage station
- On-course signage
- Tax Benefit: \$970

### **CONTEST SPONSOR — \$500**

- Acknowledgement in event schedule
- On-course signage
- Tax Benefit: \$485

### **COURSE SPONSOR — \$250**

- On-course signage
- Tax Benefit: \$240







**SEPT. 18, 2025**

**Hunger Solution Center**  
1939 Howard Avenue  
Flint, MI 48503

Being held during national Hunger Action Month, this event is the Food Bank's signature fundraiser! Widely recognized as our most popular event, over 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 Agreement Form (see last page)) must be filled out and submitted with payment in full by September 5, 2025. Logo must be submitted at the same time as a high resolution .jpg, .png, .pdf or a vector .eps file.*

**SPONSORSHIP OPPORTUNITIES:**

**TITLE SPONSOR — \$10,000**

- Recognized throughout all 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
- Tax Benefit: \$9,700

**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
- Tax Benefit: \$7,250

**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
- Tax Benefit: \$4,850

**GOLD SPONSOR — \$2,500**

- Full-page ad in program
- Recognition on event signage & social media
- 8 event tickets
- Tax Benefit: \$2,425

**SILVER SPONSOR — \$1,500**

- Half-page ad in program
- Recognition on event signage & social media
- 6 event tickets
- Tax Benefit: \$1,450

**BRONZE SPONSOR — \$1,000**

- Half-page ad in program
- Recognition on event signage & social media
- 4 event tickets
- Tax Benefit: \$970

**PEWTER SPONSOR — \$500**

- Logo featured collectively in program
- Recognition on event signage & social media
- 2 event tickets
- Tax Benefit: \$485





# JOIN A 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.

Every action – big or small – is one step closer to an America where no one is hungry. When people are fed, futures are nourished, and we can all reach our full potential.

Not sure how to participate? Check out these easy ways to get involved. Together, our collective actions can make a difference!

## Holiday Campaign (November – January)

The holiday season is a magical time—with colorful lights, the energy of giving, and the anticipation of getting together with loved ones for a delicious meal. But for some, it is a time of scarcity. Unfortunately, many face a huge economic burden during the holidays, and stress related to food insecurity can get in the way of enjoying the season.

The Food Bank of Eastern Michigan is looking for organizations like yours to sell paper ornaments as a fundraiser for feeding neighbors. Join us in supporting this year's Holiday Campaign by making a donation, doing a round up campaign, selling paper ornaments in the stores, or hosting a food and/or fund drive, etc. Every contribution, no matter how big or small, will help us reach our goal. Your business or organization can generate significant funds and make a huge difference in the fight against hunger this holiday season.

## March Against Hunger (March – April)

Step into our exciting two-month fundraising campaign where our innovative approach involves selling and displaying 'boot prints' designed as a focal point for raising awareness of food insecurity in our community. As a sponsor, you're not just contributing; you're gaining a comprehensive platform to showcase your commitment to fighting hunger, with partnership opportunities to align with your brand such as your own personalized fundraising page. Join us as we amplify our impact and unite for a cause that matters.

## Hunger Action Month (September)

September is Hunger Action Month, a nationwide effort to raise awareness about hunger in America and inspire action. Throughout the month, communities across the country unite with a shared goal: ending hunger together. Hunger is a challenge we can overcome, and every action counts - whether that's donating, advocating, volunteering, hosting a drive or event or spreading the word online.

Did You know? Partnerships do not have to happen during one of these campaigns! We're building collaborations year-round to fight hunger and make a lasting impact. Join us in creating a hunger-free Michigan today!



# 2025 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 (Presented by Kroger):

- \$10,000 (Presenting)\* Tax Benefit: \$9,700
- \$5,000 (Spotlight)\* Tax Benefit: \$4,850
- \$2,500 (Community) Tax Benefit: \$2,425
- \$1,500 (Corporate) Tax Benefit: \$1,450
- \$1,000 (Partner) Tax Benefit: \$970
- \$500 (Friend) Tax Benefit: \$485

#### Empty Bowls:

- \$10,000 (Title)\* Tax Benefit: \$9,700
- \$7,500 (Presenting)\* Tax Benefit: \$7,250
- \$5,000 (Platinum) Tax Benefit: \$4,850
- \$2,500 (Gold) Tax Benefit: \$2,425
- \$1,500 (Silver) Tax Benefit: \$1,450
- \$1,000 (Bronze) Tax Benefit: \$970
- \$500 (Pewter) Tax Benefit: \$485

#### Chip in to End Hunger Golf Outing:

- \$10,000 (Title)\* Tax Benefit: \$9,700
- \$7,500 (Presenting)\* Tax Benefit: \$7,250
- \$5,000 (Golf Cart)\* Tax Benefit: \$4,850
- \$3,000 (Golf Towel)\* Tax Benefit: \$2,910
- \$2,500 (Swag Bag)\* Tax Benefit: \$2,425
- \$2,000 (Beverage Cart)\* Tax Benefit: \$1,940
- \$1,000 (Food/Beverage Station) Tax Benefit: \$970
- \$500 (Contest) Tax Benefit: \$485
- \$250 (Course) Tax Benefit: \$240

#### Interested in learning more about (not a commitment):

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

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 [kmcgloughlin@fbem.us](mailto:kmcgloughlin@fbem.us)

**Questions:** Please contact Kaitlyn McGlaughlin [kmcgloughlin@fbem.us](mailto:kmcgloughlin@fbem.us) or 810.396.0241

