



WHY PARTNER WITH FEED THE NEED AND THE RIVER FOOD PANTRY?

WHEN: Sunday, April 7, 2019 | 3:00–6:00 p.m.

WHERE: CUNA Mutual Group, 5810 Mineral Point Rd., Madison

The need is real. In Dane County, 11% of people live in poverty, and 1 in 6 children faces food insecurity. Serving Dane County since 2006, The River Food Pantry provides food, resources and faith to build a stronger community. Services include free groceries, meals and clothing, as well as free mobile lunches for children and teens on non-school days. As the area's busiest food pantry, The River serves over 1,000 households every week in pursuit of its vision: *a fully nourished community.*

Priced to drive participation. Our goal is two-fold: raise money and raise awareness. With early bird pricing at \$40 a ticket, prices are affordable and the event is casual. We aim to host over 400 attendees at the event. Leading up to the event, we will extend the total reach to thousands more throughout Dane County via local outlets, social media, and direct marketing. The River's e-news and social media channels alone reach over 7,000 contacts.

A fully nourished community. People require sustenance in body, mind and spirit to be fully nourished. People also require stable households in which to move, grow and thrive. We'll continue to stretch ourselves to provide healthy and nutritious food to anyone who needs it, while seeking collaboration opportunities with our community to address four areas of household stability—food, housing, health and work/life. We'll leverage our strengths and the strengths of community partners to advance this vision.

The River wants to partner with you! As a community-funded 501(c)(3) nonprofit organization, The River depends on community partnerships to keep the pantry lights on, doors open, and shelves stocked with food. While we know exposure isn't why you do it, it doesn't hurt. Our team will acknowledge and support our sponsors and give them as much recognition as we can. We need media partnerships in radio, TV, print and web, along with sponsors wanting to put their name on this great event.

To get involved with Feed the Need, contact Rhonda Adams, VP & Director of Advancement, at rhonda@riverfoodpantry.org or (608) 220-3019.

IN PARTNERSHIP WITH:



30,533
HOUSEHOLDS VISITED
THE RIVER IN 2018

1 IN 3 OF THOSE
SERVED BY THE RIVER
ARE **CHILDREN**

 **HELP**
IS NEEDED
MORE THAN
EVER

WHEN YOU SUPPORT
THE RIVER, YOUR
MONEY STAYS IN OUR
COMMUNITY,
HELPING OUR
NEIGHBORS WHO
STRUGGLE TO PUT
FOOD ON THE TABLE

96% OF EVERY
DOLLAR GOES TO THE
RIVER'S PROGRAMS
AND SERVICES



Sponsorship Opportunities

Deadline for Sponsorship: January 31, 2019

Sponsorship Levels and Benefits	Presenting Sponsor Fine Dining (\$7,500) 1 available	Platinum Plate (\$5,000)	Golden Goblet (\$2,500)	Silver Spoon (\$1,000)	Bronze Bowl (\$500)
Stage Time	√				
Reserved Tables & 2 Bottles of Wine	√	√	√	√	
VIP Reception (2 pm start)	√	√	√	√	
Ad in prominent, local publication	√	√			
Complimentary Feed the Need tickets	20	15	10	5	2
Promotional Poster & Flyer*	Large logo	Logo	Logo	Logo	Name
E-news & social media	Large logo	Logo	Logo	Name	Name
Event Website	Large logo & link	Logo & link	Logo & link	Name & link	Name
Event Welcome Signage	Prominent logo	Large logo	Logo	Name	Name
Recognition on Table Tents & PowerPoint	Large logo	Logo	Logo	Logo	Name

* Commitment and payment needed by January 31 to be included in some pre-event marketing materials

Name: _____ Title: _____

Company Name (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Sponsorship Level:

- \$7,500 Fine Dining
- \$5,000 Platinum Plate
- \$2,500 Golden Goblet
- \$1,000 Silver Spoon
- \$500 Bronze Bowl
- I am unable to sponsor but would like to donate \$_____.

Please make check out to The River Food Pantry.

Email sponsorship commitments to Becca Carpenter, Development & Communications Manager, at becca@riverfoodpantry.org or mail sponsorship commitments to The River Food Pantry. Attn: Becca Carpenter, 2201 Darwin Road, Madison, WI 53704

THANK YOU FOR YOUR SPONSORSHIP!