

# BECOME A SPONSOR OF FEED THE NEED



**WHEN:** Sunday, March 29, 2020 1–4:00 p.m.

**WHERE:** Madison College, Truax Campus 3550 Anderson Street

**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 with Feed the Need is two-fold: raise money and raise awareness. With pricing at \$50 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](mailto:rhonda@riverfoodpantry.org) or (608) 661-1221.



**12,544** PEOPLE  
IN DANE COUNTY  
SERVED BY THE RIVER  
IN 2019

**1 IN 3** OF THOSE  
SERVED 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

**95%** OF EVERY  
DOLLAR GOES TO THE  
RIVER'S PROGRAMS  
AND SERVICES



ALL PROCEEDS BENEFIT THE RIVER FOOD PANTRY. LEARN MORE AT [RIVERFOODPANTRY.ORG](http://RIVERFOODPANTRY.ORG).



# Sponsorship Opportunities

Deadline for Sponsorship: January 31, 2020

Sponsorship Levels & Benefits	Platinum Plate (\$5,000)	Golden Goblet (\$2,500)	Silver Spoon (\$1,000)	Bronze Bowl (\$500)
Ad in Local Publication	✓	✓		
Complimentary Feed the Need Tickets	10 (\$500 value)	7 (\$350 value)	5 (\$250 value)	2 (\$100 value)
Promotional Poster & Flyer*	Logo	Logo	Logo	Name
E-news & Social Media	Logo	Logo	Name	Name
Event Website	Logo & link	Logo & link	Name & link	Name
Signage at Event & at The River	Large logo	Logo	Name	Name
Recognition on Table Tents & PowerPoint	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:

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

Please make check out to The River Food Pantry.

Send sponsorship commitments by email to [becca@riverfoodpantry.org](mailto:becca@riverfoodpantry.org) or by mail to:

The River Food Pantry, Attn: Becca Carpenter, 2201 Darwin Road, Madison, WI 53704

You may also make an online secure payment at [www.riverfoodpantry.org/sponsor-ftp](http://www.riverfoodpantry.org/sponsor-ftp).

As a registered 501(c)(3) charity, all donations are tax deductible to the extent allowed by law. EIN: 20-4179749

**THANK YOU** FOR YOUR SPONSORSHIP!

