



# Annual Engagement Opportunities



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# ABOUT THE RIVER FOOD PANTRY

Since opening in 2006, The River Food Pantry has become South Central Wisconsin's busiest food pantry. Originally serving only a handful of households, today The River serves over 2,500 people each week.

Our services include free groceries and freshly prepared meals for pickup or delivery, online grocery orders, mobile meals for low-income neighborhoods, and emergency food lockers. The River also redistributes rescued food and resources to local partners to increase access while minimizing waste.

With organizational supporters like yours, we get closer to achieving our vision of a fully nourished community. Thank you in advance for your generosity!





# ANNUAL SPONSOR

One and done! Sponsor at an annual level and we'll thank you all year long as described in the chart below. In addition to the listed benefits, we will try to express our appreciation for your support wherever else we can!

Range: \$25,000–\$100,000

Sponsor Levels	\$100,000	\$75,000	\$50,000	\$25,000
Monthly E-news for 1 year (9,000+ subscribers)	Large logo & link	Logo & link	Name & link	Name
Website for 1 year (89,000 annual visits)	Large logo & link	Logo & link	Name & link	Name
Displayed at The River for 1 year (2,500+ volunteers/year)	Large logo	Logo	Logo	Name
Social Media (8,000 Facebook & 1,700 Instagram Followers)	Large logo, tag & separate post	Large logo & tag	Logo & tag	Name & tag
Meal Insert (2,500+ meals/week)	Logo for 3 weeks	Logo for 2 weeks	Logo for 1 week	–

## IN OUR CLIENTS' WORDS

*"I just wanted to say thank you today, with a happy tear or two. I worked a great job for 19 years and then became disabled. Living on 1/4 of what I was accustomed to is humbling and hard. But I love that everyone treats me with dignity and respect, and I love the drive-thru as I can no longer stand in a line or walk far. This is my 3rd visit and the meals attracted me as they look so delicious and fresh and healthy, something I desperately need. So thank you so much to your organization, volunteers, and donors. This does more than just nourish the body, it nourishes the soul."*

*"Hi, I am Deaf. I want to say thank you so much. We are very happy to having food and meal. My sons say very delicious food. Plus enjoy Thanksgiving foods too. We are grateful to you and your organization. It helps us lots until back to stable. Definitely will come back soon!"*

*"I appreciate Munch very much because now my mom does not have to go to the shop to get snacks for us. Thank you for coming. You guys make me happy."*

# CAMPAIGN SPONSOR

We have four campaigns throughout the year for you to choose to sponsor.

Range: \$500–\$20,000



## **Match Madness**

This campaign plays on the NCAA men's basketball tournament, "March Madness." Many of our donors prefer to give when there is a matching gift opportunity. During the month of March, donations are matched, dollar-for-dollar, up to \$20,000. Your sponsorship dollars will go towards the match to help inspire others to double their impact.

Sponsor Levels	\$20,000	\$10,000	\$5,000	\$1,000
Website	Large logo & link	Logo & link	Name & link	Name
Displayed at The River	Large logo	Logo	Logo	Name
Social Media	Large logo & tag	Logo & tag	Name & tag	Name & tag
Monthly E-news	Logo	–	–	–



## **Munch Summer Appeal**

Help feed local children and adults—who might otherwise go hungry—by sponsoring Munch, The River’s mobile meal program. Munch delivers free, healthy meals and fresh produce to children and adults in over 20 low-income neighborhoods throughout Madison and Fitchburg, operating 6 days a week all summer long. The menu options include a choice of sandwich, premade salad bag, fruit, grain, treat and drink. Additional fresh produce is offered for recipients to choose from.

Your “Munch-needed” sponsorship will help provide the quantity and quality of nutrition that our neighbors need when free or reduced school lunches are not available.

<b>Sponsor Levels</b>	<b>\$19,200</b>	<b>\$9,600</b>	<b>\$1,600</b>	<b>\$500</b>
Number of Sponsored Meals & Fresh Produce	2 weeks of meals & fresh produce	1 week of meals & fresh produce	1 day of meals & fresh produce	1 week of fresh produce
Displayed at The River	Large logo	Logo	Logo	Name
Social Media	Large logo & tag	Logo & tag	Name & tag	Name & tag
Website	Large logo & link	Logo & link	Name & link	Name
Monthly E-news	Logo	–	–	–
Meal Insert	Logo	–	–	–



# HOPE

## Help Other People Eat

### Holiday Food Drive



#### **HOPE (Help Other People Eat) Holiday Food Drive**

By sponsoring HOPE, you will not only provide nutritious food to fill bellies over the holidays, you will help our food-insecure neighbors celebrate the season in ways that bring hope. For every \$500, you will provide a bountiful variety of holiday groceries and freshly prepared holiday meals for 5 local families in need. Last year, HOPE supporters brought hope, holiday joy, and smiles to a record-breaking 2,500 households throughout Thanksgiving and Christmas.

<b>Sponsor Levels</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>
Number of Holiday Meals & Groceries	50 Dane County families	25 Dane County families	10 Dane County families	5 Dane County families
Displayed at The River	Large logo	Logo	Logo	Name
Social Media	Large logo & tag	Logo & tag	Name & tag	Name & tag
Website	Large logo & company link	Logo & link	Name & link	Name
Monthly E-news	Logo	–	–	–
Holiday Meal Insert	Logo	–	–	–



X

**GIVING  
TUESDAY**

## Tuesday after Thanksgiving

### **Giving Tuesday**

The Tuesday after Thanksgiving is the global day of giving to nonprofits. Each year, The River’s campaign raises money towards a specific area of great need, while also supporting other local organizations. In the past, funds raised have been used to purchase food for local veteran service organizations as well as fresh produce for our clients. This is primarily a social media-driven campaign. Your sponsorship would help us purchase needed items, support other local organizations doing good in our community, and provide a matching gift opportunity, which greatly increases the draw for individuals to donate.

Sponsor Levels	\$20,000	\$10,000	\$5,000	\$1,000
Website	Large logo & link	Logo & link	Name & link	Name
Displayed at The River	Large logo	Logo	Logo	Name
Social Media	Large logo & tag	Logo & tag	Name & tag	Name & tag
Monthly E-news	Logo	–	–	–

# MAJOR EVENT SPONSOR

Events are needed to reach out to the community, maintain visibility in the public eye, educate and network with other organizations, and introduce new people to the mission and vision of The River. However, events can be time-consuming for staff and expensive to coordinate.

Your event sponsorship will help reduce the financial burden on The River to pay for expenses like venue reservation, catering, and promotional materials.

Range: \$1,000–10,000



## Sips & Slices

First held in 2023, this inaugural fundraising event featured a pizza competition between teams of local chefs and celebrities. Attendees sampled slices and voted on their favorites. A total of \$30,000 was raised to help The River purchase food. Moving forward, this event may feature slices of other types of food beyond pizza.

Sponsor Levels	\$10,000	\$5,000	\$2,500	\$1,000
Complimentary Event Tickets	5 (\$250 value)	3 (\$150 value)	2 (\$100 value)	–
Print Materials	Large logo	Logo	Logo	Name
E-news	Large logo	Logo	Name	Name
Social Media	Large logo & tag	Logo & tag	Name & tag	Name & tag
Website	Large logo & link	Logo & link	Name & link	Name
Announcement at Event	2 minutes to speak	Mentioned at event	–	–



# A LA CARTE EVENT SPONSOR

For \$500, we will include your name or logo in event materials.

Range: \$500 per event

## **Curbside Breakfast with the Bunny**

Our annual drive-thru event held at The River the Saturday before Easter weekend. All are welcome to attend. Volunteers and staff work together to offer to-go breakfast meals for the whole family. The Easter Bunny hops around taking photos with cars and giving children free goodie bags filled with treats and fun activities. This is a pay-what-you-can event with all proceeds benefitting The River. In 2023, \$800 was raised and over 200 children and adults were served.



## **The River Night at the Madison Mallards Game**

The River will be the featured nonprofit at a Mallards Game this summer. During this game, our staff and volunteers run a 50/50 raffle and manage an information table to help raise support and awareness of The River. The River will also have a limited number of general admission seats for sale in a specific section. A portion of proceeds from these tickets will go to The River.



## **Volunteer Appreciation Gathering**

Our volunteers are invited to The River's onsite garden for food and beverages, live music from a local band, and the company of The River's volunteers and staff. We offer small but meaningful thank you gifts, and we recognize volunteers for their service hours.



## **Major Donor Appreciation Gathering**

A casual social networking event with appetizers and a short program on The River's current and future impact.



# MEMBERSHIP SPONSOR

The River belongs to over 15 local organizations to strengthen our collaborative partnerships and stay informed on our community's needs. As a Membership Sponsor, your support helps pay for The River's membership dues and the cost for staff to attend educational, networking, and fundraising events.

Membership organizations include: Sustain Dane, Rotary, Dane Buy Local, Various Chambers, Downtown Madison Inc., Association of Fundraising Professionals, Grant Professionals Association, etc.

The average annual membership dues are \$200 and the average annual event ticket price is \$100/ticket.

Range: \$100–500

# WAYS TO SUPPORT THE RIVER

- 1. Donate funds.** Monetary donations can have the greatest impact and give us the opportunity to fund our greatest needs. Over 95 cents of every dollar donated goes to our programs and services!
  - Become a Sponsor (Browse the rest of this packet for more details)
  - Make a one-time or recurring donation
    - Secure online payment at [riverfoodpantry.org/donate](http://riverfoodpantry.org/donate)
    - Establish a recurring payment through EFT (no fees unlike credit cards)
    - Mail a check payable to: The River Food Pantry, 2201 Darwin Road, Madison, WI 53704
  - Provide a company match for any of your employees who donate.
- 2. Host a food and/or hygiene drive** at your business.
- 3. Organize a third-party fundraiser.**
  - Be creative and donate the proceeds from a fundraiser your business hosts. Some local businesses choose to donate a percentage of sales (e.g., \$1 per order/drink/sandwich/etc.) during a limited period of time.
  - Host a Facebook fundraiser.
- 4. Volunteer at The River.** Work with our Volunteer Coordinator to schedule a group of your staff to volunteer for a two-hour shift or even a whole day!
  - Make it a staff enrichment experience once a year or sign up once a month with different staff. This is a great opportunity for teambuilding, while doing good for your community.
- 5. Invite a speaker from The River,** virtually or in-person, to learn more about food insecurities and ways we can work together to nourish our neighbors.
- 6. Include a short article about The River** in your company's newsletter.
  - Please contact [becca@riverfoodpantry.org](mailto:becca@riverfoodpantry.org) for details.

Have an idea not listed here that you would like to explore? We would love to hear it!

## Questions?

Contact Monica Wahlberg, Development Director, at [monica.wahlberg@riverfoodpantry.org](mailto:monica.wahlberg@riverfoodpantry.org) or (608) 665-0819.





# SPONSORSHIP COMMITMENT



Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## We would like to sponsor The River at the following levels:

### **Annual**

- \$100,000
- \$75,000
- \$50,000
- \$25,000
- Other: \$ \_\_\_\_\_

### **Major Event: Sips & Slices**

- \$10,000
- \$5,000
- \$2,500
- \$1,000
- Other: \$ \_\_\_\_\_

### **Campaigns**

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> Match Madness   | <input type="checkbox"/> Munch Summer    | <input type="checkbox"/> HOPE            | <input type="checkbox"/> Giving Tuesday  |
| <input type="checkbox"/> \$20,000        | <input type="checkbox"/> \$10,500        | <input type="checkbox"/> \$5,000         | <input type="checkbox"/> \$10,000        |
| <input type="checkbox"/> \$10,000        | <input type="checkbox"/> \$4,200         | <input type="checkbox"/> \$2,500         | <input type="checkbox"/> \$5,000         |
| <input type="checkbox"/> \$5,000         | <input type="checkbox"/> \$1,400         | <input type="checkbox"/> \$1,000         | <input type="checkbox"/> \$2,500         |
| <input type="checkbox"/> \$1,000         | <input type="checkbox"/> \$700           | <input type="checkbox"/> \$500           | <input type="checkbox"/> \$1,000         |
| <input type="checkbox"/> Other: \$ _____ | <input type="checkbox"/> Other: \$ _____ | <input type="checkbox"/> Other: \$ _____ | <input type="checkbox"/> Other: \$ _____ |

### **A La Carte Events**

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> Curbside Breakfast with the Bunny | <input type="checkbox"/> The River Night at the Mallards Game | <input type="checkbox"/> Volunteer Appreciation Gathering | <input type="checkbox"/> Major Donor Appreciation Gathering |
| <input type="checkbox"/> \$500                             | <input type="checkbox"/> \$500                                | <input type="checkbox"/> \$500                            | <input type="checkbox"/> \$500                              |
| <input type="checkbox"/> Other: \$ _____                   | <input type="checkbox"/> Other: \$ _____                      | <input type="checkbox"/> Other: \$ _____                  | <input type="checkbox"/> Other: \$ _____                    |

### **Membership**

Range: \$100–\$500

- We will donate \$ \_\_\_\_\_

### **Other**

- Please use our donation towards the greatest need.
- Our organization prefers not to be recognized and wishes to give anonymously.
- We typically make sponsorship decisions during this time of year: \_\_\_\_\_
- Please send us an invoice for \$ \_\_\_\_\_

### **Please contact us about:**

- Hosting a food drive
- Hosting a third-party fundraiser
- How our business can match an employee's monetary donation and/or volunteer hours
- Having The River present to our employees about food insecurities
- Group volunteer opportunities
- Including a short article on The River in our company newsletter.
- Other ideas that we have, such as:

Please make checks out to:  
The River Food Pantry.

Send sponsorship commitments by email to [development@riverfoodpantry.org](mailto:development@riverfoodpantry.org) or by mail to: The River Food Pantry, 2201 Darwin Road, Madison, WI 53704