



## Sips & Slices

A TAILGATE TASTE-OFF  
FOR THE RIVER

Sunday, September 14  
1-4 pm

The East Side Club

3735 Monona Dr, Madison, WI 53714

### Tickets:

Early Bird\* \$90

Standard \$100

Includes tailgate tastings,  
2 voting tickets, and 1 drink token

\*Early bird pricing available  
before August 15

All proceeds benefit:



Learn More:

[riverfoodpantry.org/sips-slices-25](http://riverfoodpantry.org/sips-slices-25)

# SPONSORSHIP OPPORTUNITY

The River Food Pantry seeks Madison-area organizations, like yours, to sponsor *Sips & Slices: A Tailgate Taste-Off for The River*.

By sponsoring this third annual fundraiser, you will help raise support to nourish our Dane County neighbors experiencing food insecurity.

### How will it work?

- 10 teams of local chefs and celebrities will work together to prepare tailgate slices for attendees to enjoy. Each team will have 1 chef and 1 celebrity.
- Each team will be stationed at a table, which they can decorate, to interact with attendees and rally votes for their tailgate specialty.
- Attendees will sample slices and vote for their favorites. Everyone will receive 2 voting tickets.

### Why should you become a sponsor?

- **Increase brand awareness for your organization.** The River will feature sponsors in event materials, which will be shared across multiple marketing channels.
- **Have fun connecting with our community.** We aim to host approximately 300 attendees, along with local chefs and celebrities.
- **Support South Central Wisconsin's busiest food pantry,** which serves over 3,000 people throughout Dane County every week.

### What's new this year?

- **Top sponsors are invited to an exclusive VIP Pre-game Party** 30 minutes before the event opens.
- **An opportunity to sponsor a table for 8 guests,** which includes a sign with your group's logo or name.

### How do you sign up?

Please fill out the form on the back and return it by **Friday, August 1**. Payment is due by Sunday, August 31. For questions, please contact (608) 665-0819 or [development@riverfoodpantry.org](mailto:development@riverfoodpantry.org).



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A TAILGATE TASTE-OFF FOR THE RIVER

# SIGN UP AS A SPONSOR

To sponsor Sips & Slices, please complete the form below and send it by **Friday, August 1** via email to [development@riverfoodpantry.org](mailto:development@riverfoodpantry.org) or via mail to: The River Food Pantry, 2201 Darwin Road, Madison, WI 53704.

Sponsor Levels*	Full Spread \$10,000 <small>Only 1 Available!</small>	Platter \$5,000	Slice \$2,500	Sip \$1,000
VIP Pre-game Invite	X	X		
Complimentary Event Tickets	8 (1 table) <small>(\$400 fair market value)</small>	4 <small>(\$200 fair market value)</small>	3 <small>(\$150 fair market value)</small>	2 <small>(\$100 fair market value)</small>
Promotional Print Materials	Large logo	Logo	Logo	Name
Email (9k subscribers) & Social Media (10k followers)	Large logo	Logo	Name	Name
Event Website	Large logo & link	Logo & link	Name & link	Name
Event Signage & Materials	Large logo	Logo	Name	Name
Announcement at Event	2 minutes to speak			

*\*Commitment needed by August 1 to receive all the sponsor benefits. Payment due by August 31.*

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

Company Name (if applicable): \_\_\_\_\_

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

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

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

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

### Sponsor Level:

- \$10,000 Full Spread
- \$5,000 Platter
- \$2,500 Slice
- \$1,000 Sip
- \$825 Table Sponsor
- We are unable to sponsor but would like to donate \$ \_\_\_\_\_.

### Other Ways to Support:

- We will donate our complimentary tickets and purchase our own.
- We would like to donate an item/service to the silent auction.
- Contact us about additional opportunities to support The River.

Please make check 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 Rd, Madison, WI 53704

*The River Food Pantry is a 501(c)(3) nonprofit charitable organization, and your gift is tax-deductible to the fullest extent of the law. EIN: 20-4179749*

