



DRESS DOWN HUNGER SPONSORSHIP

Food Lifeline's Hunger Solution Center
Saturday, Oct. 6, 2018

Event Purpose and Goals

Dress Down Hunger in Food Lifeline's Hunger Solution Center, is a night of celebration and fun! This casual event includes games, a silent auction, dinner, drinks, and a program honoring the annual Ending Hunger Award winners.

The Ending Hunger Awards are presented each year to outstanding individuals and organizations that go above and beyond in supporting our mission to end hunger.

Guests have the opportunity to support Food Lifeline financially through a unique "Raise the Pallet" special appeal and other fundraising activities. The goal of the event is to raise \$280,000 to provide more than 1.1 million meals.



The Audience

Dress Down Hunger brings together affluent and influential professionals, community leaders, and members of Food Lifeline's community who believe that Hunger Doesn't Have To Happen. Our 400 attendees include board members, volunteers, food donors, corporate partners, and individuals from the greater Seattle area.



Additional Information

Deadline for logo inclusion on collateral is July 1, 2018. For sponsorship information, please contact Leeann Huntington, Corporate Relations Officer, at leeannah@foodlifeline.org or 206-432-3624.

"Chateau Ste. Michelle is proud to sponsor Dress Down Hunger and support Food Lifeline's efforts to feed hungry families in our region. Food Lifeline sets the bar for a different, casual, and fun event—a great opportunity to thank and engage our clients."
~Carol Munro,
Chateau Ste. Michelle

Food Lifeline is a 501(c)(3) charitable nonprofit organization registered with the Washington State Charities Program as required by law. Information may be obtained by calling 800.332.4483 or 360.725.0378.



DRESS DOWN HUNGER SPONSORSHIP LEVELS

All sponsorship packages are customizable and include fun engagement event elements! We will work with you to create a sponsorship opportunity that creates value for you and your company.

Truckload Top Dog: \$25,000 (one available)

- Opportunity to present an Ending Hunger Award
- Name entitlement as Presenting Sponsor of Dress Down Hunger
- Most prominent logo placement on invitation (3,000+)
- Logo included on event website and night-of signage, including on-screen and verbal recognition at the event
- Full page color recognition in the event program
- Company featured as partner through Food Lifeline's e-newsletter QuickBites (circulation 32,000)
- Tables for 20 guests including valet parking, prominent table placement, and logo on table
- Customizable opportunities available for the evening that could include company-branded gifts, or other logo placements

Gold Pallet Partners: \$10,000

- Opportunity to present an Ending Hunger Award
- Prominent position of logo on event invitation and email invitation (3,000 mailed)
- Logo included on event website, night-of signage including on-screen and verbal recognition at the event
- Full page black & white recognition in the event program
- Table for 10 guests including valet parking, prominent table placement, and logo on table

Silver Apple Match Sponsors: \$5,000

- Featured as an official Apple Challenge Match Sponsor at the event
- Logo on event invitation and email invitation (3,000 mailed)
- Logo included on event website, night-of signage, including on-screen and verbal recognition at the event
- Half page black & white recognition in the event program
- Table for 10 guests including valet parking, prominent table placement, and logo on table

Ramp It Up Corporate Table: \$2,500

- Table for 10 guests including valet parking, prominent table placement, and logo on table
- On-screen and verbal recognition at the event
- Company name listed as corporate table sponsor on event website and event program

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Dress Down Hunger 2018: Exclusive Sponsorship Activities

Sponsorship package includes:

Logo on event website, event signage including on screen, verbal recognition during event

Match Challenge! \$5,000-\$15,000

Match the donations of our guests for the night! Every dollar you provide will be used in a match pool that our guests can use as further incentive to give.

Sponsorship includes:

- Logo and verbal recognition throughout the night
- Visual branding that tracks match donations in real time

Our Story Sponsorship—Champions Corner: \$10,000

Be part of the action and drive the night's impact home for our guests! This exclusive sponsorship showcases your organization's partnership with Food Lifeline through a customized display or experience in a prominent location at the event. We will work with you to design and implement!

Activity Station Sponsorships: \$5,000

During the first half of the night, guests have fun at various activity stations located throughout the warehouse. Whether it's wheel-spinning for gift cards or ring-tossing for wine, guests are sure to have a blast—all while knowing your company made it happen! Each of the following activity stations provide opportunities for your organization to engage with guests one-on-one:

Photo Booth Sponsorship (1-3 employees from your company)

Make the night memorable for guests by sponsoring our photo booth! Guests love taking fun, lively photos throughout the night.

Sponsorship includes:

- An assortment of props with your branding
- Printed photos featuring your logo for guests to take home

Wheel of Dining! Sponsorship (1-3 employees from your company)

You know the name of the game! Guests spin the prize wheel for the chance to win a dining gift card. Only a few lucky spinners will win a grand prize!

Sponsorship includes:

- Branded spinning wheel
- Table for swag and materials

Wine Toss Station (1-3 employees from your company)

Guests toss rings onto bottles of wine for a chance to win...you guessed it, wine! Wines vary from your local Trader Joe's label to the delicious wine of multiple Woodinville wineries, and more!

Sponsorship includes:

- Branded rings for tossing
- Table for swag and materials

Silent Auction: \$5,000

The silent auction is one of the most exciting parts of the evening—guests bid on an array of excellent prizes to be claimed at the end of the night!

Sponsorship includes:

- Logo at silent auction tables
- Logo on auction sheets
- The opportunity for 2-3 of your team members to play “auctioneers”
- Your organization’s branded items included in the silent auction

Champagne Station with branded glasses: \$5,000 (\$2,000 without branded glasses)

The eye-catching champagne station welcomes guests into the event and sets the tone for a fun night. Everyone enjoys a glass of bubbly and knows it’s sponsored by you!

Sponsorship includes:

- Branded glasses (at \$5,000 level)
- Logo on display near champagne station

Dessert Dash Sponsorship: \$5,000

The dessert dash is the most exciting activity of the night and employees from your company will represent your brand by facilitating the experience!

Sponsorship includes:

- Helping tables select the best desserts before the next table swipes it out from under them
- Branded dessert dash cards featuring your logo placed at each table
- Announcing the winners of the dash

Swag Sponsorship: \$2,500

Do you have fun swag that showcases your amazing organization? Make this a night to remember by allowing guests to take home some swag with your name on it!

Sponsorship includes:

- Your company’s swag placed on guest seats
- *Swag to be provided by sponsor. Past items have included: oven mitts, water bottles, pens, coupons, etc.

Table Captain Gift Sponsorship: \$2,500

Our table captains are the real MVPs and receive special thank-you gifts for their support! Let them know they are appreciated by sponsoring their thank you gifts for the night.

Sponsorship includes:

- Branded take-away items for all table captains (ex. branded pens, coupons, cloth cleaners, etc.)

Music & Entertainment Sponsorship: \$2,500

Everyone wants good songs to dance to—and you know just what to play! Show our guests you have great taste in music by providing the sounds of Dress Down Hunger.

Sponsorship includes:

- Introducing the night’s entertainment
- Prominent branding near the musicians performance space—for example: a GOBO (Go Before Optics) or a step and repeat behind the band displaying your logo

Sponsor-A-Cocktail: \$2,500

Delicious beverages are a Dress Down Hunger staple and this is your chance to create a specialty cocktail that represents your brand!

Sponsorship includes:

- One specialty cocktail to be served to guests
- Specialty cocktail naming rights
- Logo on display at the bar
- Hosts for the bar

Raffle: \$2,500

Who doesn’t love a good raffle!?! This sponsorship provides the opportunity for 2-3 of your team members to shine at the raffle station and pick the winner on stage. Your organization can even donate something fun to the raffle!



PLEDGE FORM

Yes! I will sponsor Food Lifeline's Dress Down Hunger event
Saturday, October 6, 2018 at the Hunger Solution Center – 815 S 96th St, Seattle, 98108

NAME	
	<i>Exactly as you wish to be listed in publications (usually the COMPANY name).</i>
CONTACT(S)	Name:
	Email:
	Phone:
	<i>President or CEO. Also include assistant, billing contact, marketing lead, etc. (If applicable.)</i>
AMOUNT	
SIGNATURE	
	<i>For pledges, please include the date of your signature.</i>
NOTES	
TABLE CAPTAIN	
	<i>Person responsible for getting a list of ten guests to Food Lifeline by September 21, 2018</i>

THANK YOU!

Please email or send your pledge form and mail donations to:

Food Lifeline
815 S 96th St
Seattle, WA 98108
Phone: 206.545.6600

For more information, please visit foodlifeline.org or contact Nate Pedigo at 206.432.3669 or natep@foodlifeline.org.