



## ENGAGING COMPANIES IN THE CAUSE TO END HUNGER



Last year, we served over 1.3 million clients, doubled what we served in the previous year. That means that one in 9 of our neighbors often had to choose between paying rent or utilities and having enough to eat.

At Food Lifeline, we believe hunger doesn't have to happen. To make that belief real, we need to link arms with all facets of our community to engage in the vital effort to end hunger, and businesses play a significant role.

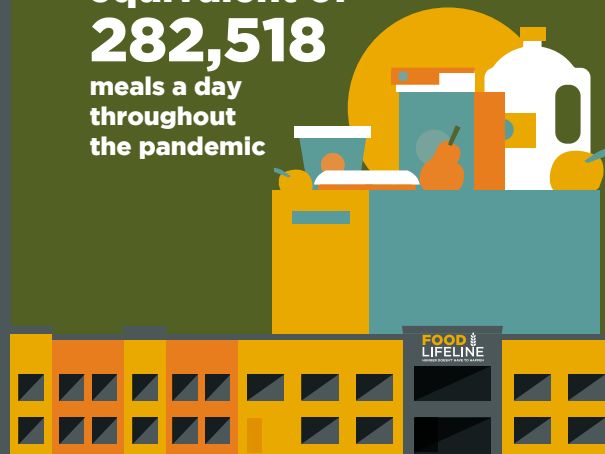
Businesses can partner with Food Lifeline to make their commitment to a healthy, vibrant, equitable society in which all people are valued and have opportunities to thrive.

# 1 in 5

Households are currently facing food insecurity

## We provided the equivalent of 282,518

meals a day throughout the pandemic



# 40%

OF FOOD BANK  
CLIENTS  
VISITED

for the first time during COVID-19



## We partner with more than **350** food pantries, meal programs, and shelters throughout western Washington

## More than **1.3 million** people in Washington State needed food assistance in 2021

Food Lifeline is on a mission to Root Out Hunger and we need your help. All year long we'll be raising awareness about the root causes of hunger, including complex issues like poverty, racial inequity, and social injustice. The pandemic revealed the disparate impact of hunger among communities. With additional donor support and in cooperation with our many partners, Food Lifeline will invest significant resources into communities most greatly impacted by hunger and food insecurity.

**Food Lifeline  
Hunger Solution Center**  
815 S 96th Street,  
Seattle WA 98108  
206.545.6600  
foodlifeline.org

Dress Down Hunger is a casual and fun evening to raise funds to move Food Lifeline's mission forward with a celebration of the 2022 Ending Hunger Awards. We will share the path ahead as we make progress in our mission to end hunger.



Event Sponsorship provides a valuable opportunity to make your company visible among key partners, businesses, donors, and public figures while enabling all contributions raised through the event to directly fund our hunger relief efforts.

## SPONSOR OPPORTUNITIES

Table of 10 at the event

Custom video highlighting presenting sponsor and speaking opportunity at event

On-screen logo and verbal recognition during event\*\*

Company logo on event website with click through to company website\*\*

Company logo featured on HSC lobby monitor promoting event (Sept 1 - Oct 2)\*\*

Logo or Company Name on event invitation and email invitation\* - 3,000 mailed and - 35,000 email

Social media recognition through Facebook, Twitter, Instagram and LinkedIn (15,000 followers)

Company Ad in the digital event program\*\*

Company logo/Ad featured on monitors in HSC volunteer sort & repack area for month of October\*\*

Recognition as Presenting Sponsor in monthly e-newsletter (64,000) with click through to a dedicated company blog post\*\*

Recognition in post-event Thank You and Wrap Up feature in October e-newsletter (64,000 distribution)

On-screen logo and verbal recognition as official Match Sponsor during Raise the Paddle\*\*

	<b>EXCLUSIVE PRESENTING SPONSOR \$50,000</b>	<b>PLATINUM SPONSOR \$25,000</b>	<b>GOLD SPONSOR \$15,000</b>	<b>SILVER MATCH SPONSOR \$10,000</b>	<b>BRONZE SPONSOR \$5,000</b>
	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
	<b>X</b>				
	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Verbal</b>
	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>
	<b>X</b>	<b>X</b>	<b>X</b>		
	<b>Full Page/Color</b>	<b>Full Page/Color</b>	<b>Full Page/B&amp;W</b>	<b>Half Page/B&amp;W</b>	
	<b>X</b>	<b>X</b>	<b>X</b>		
	<b>X</b>				
	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
				<b>X</b>	

\*Logo due July 1, 2022 for printed invitations

\*\*Assets due by Sept 1, 2022



FOOD LIFELINE

# DRESS DOWN HUNGER EVENT PLEDGE FORM

COMPANY NAME: \_\_\_\_\_

**CONTACT BILLING INFORMATION:**

NAME: \_\_\_\_\_

*If applicable include President/CEO or Marketing Director billing contact information.*

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

PLEDGE AMOUNT: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

TABLE CAPTAIN: \_\_\_\_\_

*A list of 10 guests are due from Table Captains to FOOD LIFELINE by September 16, 2022*

## THANK YOU FOR YOUR SUPPORT

**Please email your pledge form to  
your Relationship Manager**

**Please mail your pledge to:  
FOOD LIFELINE**

815 SOUTH 96TH STREET  
SEATTLE, WA 98108

**FOOD LIFELINE DEVELOPMENT:**

**Leeann Huntington**

Corporate Relations Officer  
leeannah@foodlifeline.org  
(206) 432-3624

**Marisa Kent**

Corporate Relations Officer  
marisak@foodlifeline.org  
(206) 432-3626

**Lindsay Carlisle**

Events Manager  
lindsayc@foodlifeline.org  
(206) 432-3615



# CORPORATE AND BUSINESS SPONSORSHIP OPPORTUNITIES



## Employee Giving Programs

Employees can make tax-deductible donations to Food Lifeline through payroll contributions at work. Companies can match gifts or simply offer the opportunity to their employees. We partner with large and small companies each year typically at year's end or during the benefit renewal cycle. Custom options available.

## Match Pool

Frequently throughout the year, we invite you to participate in a match pool that inspires others to give, typically doubling the impact of any individual contribution. Opportunities occur through out the year, including in May as part of our Give Big Campaign; June during our Root Out Hunger effort that highlights the systemic causes of hunger; October during our Dress Down Hunger community celebration and fundraising event; and Season of Giving, our largest campaign during November and December to ensure we have robust financial support to advance our mission.

## Virtual Food Drive

Help us provide more of the food that our community wants and needs by hosting a virtual food drive via Mightycause charity. While traditional food drives can result in items we already have good access to or sometimes even less healthy food, a virtual food drive helps Food Lifeline ensure we are distributing the foods people want and need. Online food drives offer another advantage: contagious giving. Donors are more likely to participate if they see their friends and family giving.

## Food Drives

Community food drives in support of Food Lifeline are a year-round tradition. Businesses large and small collect food and partner with Food Lifeline to get that food to people experiencing hunger. Whether one office or many locations, our team partners with you to create a successful event.

## Retail

Food, drink, and clothing brands have long supported Food Lifeline via displays, in-store and digital promotions. Retail activations are a great way to support our work while raising awareness about hunger in our community. Promotions may focus on contributions generated by sales of a particular product, a percentage of sales, or a simple suggested donation at the register.

## Custom

Food Lifeline specializes in designing unique, custom campaigns. We recognize that each company has its own character and culture. We are committed to working toward aligning our goals for the community with the unique talents and diversity our partners bring to our table. Want to donate in lieu of an event? Have a "wild" idea? Get in touch, we'd love to hear it!

For more information, email Marisa Kent at [marisak@foodlifeline.org](mailto:marisak@foodlifeline.org)

