

**FOOD
LIFELINE**
HUNGER DOESN'T HAVE TO HAPPEN



**JOIN THE FOOD FRENZY
MOVEMENT TO
END SUMMER HUNGER.**



This summer, neighbors facing hunger are at even greater risk. With inflation, budgets are stretched to the breaking point, and buying food is often last on the list. Together, we can help bridge the hunger gap for kids and families in summer and all year long.

Food Lifeline firmly believes that food is a human right that should be available to all people. We know that food assistance is one part of the answer, and we also know that it will take an entire community, rather, an entire movement to end hunger.

Businesses have a vital role to play in our mission to end hunger. Partner with Food Lifeline and join us in tackling hunger's root causes, including poverty, systemic racism, and rampant inequity. Together, we can ensure that our communities are fed, uplifted, and empowered.

Cost of Groceries Rose

22%

Over the Last
Two Years.



**We provided the
equivalent of
233,457
meals per day
during fiscal
year 2023**



THE NEED IS HIGH

30%

of the individuals
we serve are
children



**We partner with 296
organizations at 402**

food access points throughout
17 counties in Western Washington.



**More Than
1.6 Million
Neighbors**

are Currently
Facing Food Insecurity

• DONATE • VOLUNTEER • ADVOCATE



FOOD FRENZY SPONSORSHIP BENEFITS

Food Frenzy is a creative competition between local businesses to raise funds, collect food, and volunteer with Food Lifeline, all while raising awareness of hunger in our region. Drawing together more than 10,000 individuals and 80 organizations in the Puget Sound area, this is one of Food Lifeline's largest fundraising events.

MATCH DAY SPONSORS

Sponsors, your organization will help drive donations during the single largest fundraising day of the Food Frenzy competition – Online Match Day is July 23. Your sponsorship will be used as a match to encourage donors to give. During Food Frenzy 2023, Match Day raised \$195,000 in a single day, helping to increase access to nutritious, culturally relevant food for families during the summer months.

FOOD FRENZY SPONSOR OPPORTUNITIES	PRESENTING SPONSOR \$25,000	VIRTUAL COORDINATOR KICKOFF SPONSOR* \$10,000	MATCH DAY SPONSOR \$7,000	MATCH DAY SPONSOR \$5,000	MATCH DAY SPONSOR \$2,500
Logo and/or company name included as Presenting Sponsor in Food Frenzy digital, paid social media channels, and print media placements, including full-page wrap-up in PSBJ.	X				
Company name and logo displayed on lobby monitor during Food Frenzy -July 12-26	X	X	X	X	X
Recognition at the June Coordinator Kickoff, including speaking opportunity	X				
News release and story pitch to local media to generate earned media	X				
Food Frenzy blog post highlighting event and presenting sponsorship w/homepage light box feature	X				
Logo prominently displayed with click-through link on Food Frenzy web-page and event fundraising page	X				
Featured logo placement on all Food Frenzy '24 collateral	X				
Minimum 12 unique social media posts from mid-April to mid-August	X				
Food Frenzy points		10,000	7,500	5,000	2,500
Logo on Food Lifeline Pallet Wall for one year	LARGE FORMAT	LARGE FORMAT	SMALL FORMAT	SMALL FORMAT	
2 Seats to Dress Down Hunger Event	X	X			
Recognition as Presenting Sponsor in e-Newsletter	X				
Invitation to attend the PSBJ Luncheon with Food Lifeline (if space is available)	X				
Feature Article in At the Table newsletter publication	X				
Video shoot to promote Food Frenzy/Presenting Sponsorship—feature at Coordinator Kickoff	X				
Recognition in full page ad of PSBJ announcing Food Frenzy results		X	X	X	X
Company logo with click-through on Food Frenzy webpage and event fundraising page		X	X	X	X
Company logo on Food Frenzy digital Match Day poster		X	X	X	X
Recognition at the June Coordinator Kickoff		X	X	X	X
Recognition in Match Day communications and materials		X	X	X	X
Recognition as sponsor in e-Newsletter		X			
Opportunity to welcome guests and kickoff the event		X			
*You may opt for \$10,000 Match Day sponsor instead: Match Day Differentiation: extra series call out for Match Day on Match Day and opportunity to thank all our Match Day sponsors at Virtual Kickoff		X			

****Logos due June 30, 2024 for inclusion on website and in digital assets.**

YEAR ROUND 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 are available.

Match Pool

We invite you to participate in a match pool that inspires others to give, typically doubling the impact of any individual contribution. Opportunities occur throughout the year, including in November and December during our Together To End Hunger campaign, you can inspire others to act to ensure we have robust financial support to accomplish our mission.

Virtual Food Drive

Help us provide more of the food that our community wants and needs by hosting a virtual food drive. 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.

Pantry Staples Food Drives

Whether at your place of business or among many branches, host a food drive for shelf-staple pantry staples or traditional and culturally relevant foods in order to ensure all our guests are able to create familiar and traditional foods for their holiday tables.

Retail Promotions

Food, drink, and clothing brands have long supported Food Lifeline via displays, in-store cash register 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!

Event Sponsorship

Show your support to a large network of donors and community members through event sponsorship. We host our signature gala "Savor" in March, "Stamp Out Hunger" with the USPS in May, "Dress Down Hunger" community celebration in October, and "Together to end Hunger" holiday campaign November to mid-January.

For more information, email
Marisa Kent-Guerra at marisak@foodlifeline.org
Leeann Huntington at leeannah@foodlifeline.org

**Corporate
Development
Program**





FOOD LIFELINE

FOOD FRENZY

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:** _____

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**

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