



HOLIDAY LIGHTS HUNGER/RUN WALK | Saturday, November 19, 2022

BOARD OF DIRECTORS

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EVENT COMMITTEE

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Dear Friend,

We are excited to announce our 5th annual *Holiday Lights Hunger Run/Walk* fundraising event that will be held on **SATURDAY, NOVEMBER 19, 2022** at Making Spirits Bright prior to its official opening to the public on Friday, November 25. Making Spirits Bright is a drive-through holiday lights show in Evergreen Park hosted by Sheboygan County Rotary Clubs.

As we are preparing for this fundraiser, we are asking for your help by sponsoring this event. In 2021, Sheboygan County Food Bank:

- Distributed **nearly 1 million pounds of healthy food**.
- Served **over 2,000 families each month** throughout our emergency food network.
- Supported **400 children** weekly with healthy snacks and meals through our *Food for Thought* weekend backpack program in partnership with local schools.

In 2022, we launched our Sheboygan Cares Food Pantry, which distributes healthy and fresh food twice a week, and collaborated with other organizations to offer the Community Cafe, which provides free meals six days a week over the lunch hours.

Your support will ensure that Sheboygan County children, families, and seniors receive nutritious emergency food as the COVID-19 pandemic and recent increases in food prices, gas prices, and other costs due to inflation make it even more difficult for many of our neighbors to make ends meet. **Enclosed, please find information on available sponsorship opportunities. The commitment deadline to receive all sponsor level benefits is July 29, 2022.**

Thank you for your consideration and we look forward to hearing from you. Please reach out to Lauren Smith at lauren@sheboygancountyfb.com with any questions.

Kind regards,

Patrick Boyle
Executive Director

Lizabeth Kroll
Senior Director of Programs
and Community Impact

Lauren Smith
Director of Development
and Marketing

Mission: Lead Sheboygan County's efforts to increase the food security of its residents by distributing healthy emergency food and fostering innovative partnerships.

Please see second page for sponsorship levels and benefits.

www.SheboyganCountyFoodBank.com

SPONSORSHIP LEVELS AND BENEFITS

Your company will enjoy exciting benefits that highlight your support and involvement to make sure no one in Sheboygan County goes hungry. Below are summaries of sponsorship opportunities between \$250 – \$5,000. For detailed sponsorship opportunities, please scan the QR code below. In-kind support opportunities are also available.

HUNGER CHAMPION (\$5,000)

- Logo displayed on billboards. (More details shared in QR code.)
- Name acknowledged in local radio and newspaper promotions.
- Social media posts and logo recognition.
- Logo included on participant shirts (logo as *large* size).
- Recognition on print and digital event promotional materials.
- 40 complimentary registrations (shirts included).
- Placement of promotional materials and/or giveaways in 500 participants' goodie bags.

HUNGER HERO (\$2,500)

- Logo displayed on billboards. (More details shared in QR code.)
- Logo included on participant shirts (logo as *regular* size).
- Recognition on print and digital event promotional materials.
- 20 complimentary registrations (shirts included).
- Placement of promotional materials and/or giveaways in 500 participants' goodie bags.

HUNGER CONQUEROR (\$1,000)

- 10 complimentary registrations (shirts included).
- Placement of promotional materials and/or giveaways in 500 participants' goodie bags.

HUNGER WARRIOR (\$500)

- 5 complimentary registrations (shirts included).
- Placement of promotional materials and/or giveaways in 500 participants' goodie bags.

HUNGER FIGHTER (\$250)

- 2 complimentary registrations (shirts included).
- Placement of promotional materials and/or giveaways in 500 participants' goodie bags.

Note: Sponsors with benefit(s) that include logo recognition will be sent proofs via email for approval.

COMMITMENT DEADLINE TO RECEIVE ALL SPONSOR BENEFITS IS FRIDAY, JULY 29, 2022.

For more details on sponsorship opportunities or to pay your sponsorship fee online now, please use your device to scan the QR code.



SPONSORSHIP FORM

Please return this completed form by **July 29, 2022**. Once the form is received, we will follow up to receive your logo files and share further information. If you are participating in providing promotional materials and/or giveaways, please mail or drop items off to Sheboygan County Food Bank (3115 N. 21st St. Suite 1, Sheboygan, WI 53083) Monday – Friday between 9 AM – 3 PM, by **October 14, 2022**.



1. SPONSOR CONTACT INFORMATION

Company/Organization/Family Name: _____

Address: _____ City, State, Zip: _____

Name: _____ Phone: (_____) _____

Email: _____

2. SPONSORSHIP LEVEL (CHOOSE ONE)

- Hunger Champion (\$5,000)
- Hunger Hero (\$2,500)
- Hunger Conqueror (\$1,000)
- Hunger Warrior (\$500)
- Hunger Fighter (\$250)

3. PROMOTIONAL MATERIALS AND/OR GIVEAWAYS

- Yes, we will provide 500 total pieces of promotional materials and/or giveaways by **October 14**.
- No, thank you.

4. SPONSORSHIP FEE

Please make checks payable to 'Sheboygan County Food Bank'. You may also feel welcome to make your payment online with a credit card, PayPal, Apple Pay, or e-Check by scanning the QR code above.

- MAIL OR DROP OFF FORM & CHECK PAYMENT**

Attn: Lauren Smith
Sheboygan County Food Bank
3115 N. 21st St. Suite 1
Sheboygan, WI 53083

- OPTIONAL: PLEASE SEND INVOICE TO ADDRESS LISTED ABOVE**



Questions?

Lauren Smith, Director of Development and Marketing
920.453.0169, Ext. 101 | lauren@sheboygancountyfb.com