



6th ANNUAL HOLIDAY LIGHTS HUNGER RUN/WALK | Saturday, November 18, 2023

BOARD OF DIRECTORS

- Rick Carr*
- Jenn Gutschow*
- Kathy Kane*
- Tom Malmstadt*
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- Heather Torke*
- Andrew Viglietti*
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EVENT SUPPORT COMMITTEE

- Tyler Chappa*
- Sue Dennis*
- Roy Pirrung*
- Amber Willis*

Mission:

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

Dear Friend,

We're excited to announce our 6th Annual Holiday Lights Hunger Run/Walk fundraising event that will be taking place on **SATURDAY, NOVEMBER 18, 2023** through Making Spirits Bright – the iconic holiday lights show in Evergreen Park hosted by Sheboygan County Rotary Clubs – one week before its official opening to the public.

As we prepare for this fundraiser, we invite you to help us make a difference as a sponsor. Sponsorships directly fund our work to make sure nutritious and fresh food reaches our neighbors in need.

2022 Impact Snapshot | Programs Sponsorships Support

Network of partner food pantries and other organizations distributed 1.2 million pounds of food , helping 3,200 families each month .
Herb Kohler and Natalie Black Community Cafe served 243 warm meals to guests each week .
Food for Thought for Kids made sure 420 vulnerable children received weekend meals and snacks .
Sheboygan Cares Food Pantry provided food to 133 families each week .

In 2023, inflation and other challenges are making it difficult for low-and-middle-income families to put food on the table. An average of about 4,100 families were helped through our network every month so far this year, which is up 28% from 2022.

Your support will make a difference for our neighbors who are counting on us. **Enclosed, please find information on available sponsorship opportunities. The commitment deadline to receive all sponsor level benefits is Friday, August 11, 2023.**

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



Please see second page for sponsorship levels and benefits.

www.SheboyganCountyFoodBank.com

SPONSORSHIP LEVELS AND BENEFITS

As a sponsor, you 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 levels and benefits. In-kind support sponsorships are also available (see page 3).

COMMITMENT DEADLINE TO RECEIVE ALL SPONSOR LEVEL BENEFITS: FRIDAY, AUGUST 11, 2023

Sponsorship Benefits:	HUNGER CHAMPION (\$5,000)	HUNGER HERO (\$2,500)	HUNGER CONQUEROR (\$1,000)	HUNGER WARRIOR (\$500)	HUNGER FIGHTER (\$250)
Name acknowledged in radio promotions, in news releases, and at event during announcements	✓				
Social media posts/ads with tags and logo recognition	✓				
Logo displayed on billboards	✓	✓			
Logo* included on participant shirts	✓ <i>*Large size</i>	✓ <i>*Regular size</i>			
Logo recognition on print promotional materials	✓	✓			
Logo featured at event on banner	✓	✓	✓		
Logo on email marketing to participants and on event website	✓	✓	✓	✓	
Complimentary registrations*	40 <i>*Shirts included</i>	20 <i>*Shirts included</i>	10	5	2
Placement of promotional materials and/or giveaways in 500 participants' goodie bags	✓	✓	✓	✓	✓

Please note: Sponsors WILL NOT be sent proofs for approval of any of the above marketing materials unless requested. Complimentary registrations information will be emailed shortly before registration officially opens on Monday, August 14, 2023.

More details on sponsorship benefits:



To become a sponsor, please complete the online form:

Or visit SheboyganCountyFoodBank.com



Important Deadlines

To guarantee all sponsor benefits, please complete the online form and pay the sponsorship fee by **Friday, August 11, 2023**. Once the form is received, we will follow up if logo files are needed and to share information on complimentary registrations. If you're 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 **Friday, October 13, 2023**.

Sponsorship Fee Payment

The online form payment options include credit card, ACH, PayPal, or “pay later”. If you would like to pay with a check, please choose the “pay later” option and mail to:

Sheboygan County Food Bank
3115 N. 21st St. Suite 1
Sheboygan, WI 53083

If you need an invoice before you pay your sponsorship fee, please contact Kim at kim@sheboygancountyfb.com.

Complimentary Registrations

Sponsor complimentary registration information will be emailed shortly before registration officially opens on **Monday, August 14, 2023**.

In-Kind Sponsorships, Setting Up Discounted/Free Registrations, and Other Questions

In-kind support sponsorships are available. If you're interested in offering your employees discounted or free registrations (beyond sponsor complimentary registrations), we're happy to set that up and invoice you following the event. For in-kind support inquiries, discounted/free registrations, or any other questions, please contact Lauren at lauren@sheboygancountyfb.com or 920.453.0169, ext. 101.

