

holiday lights

HUNGER RUN/WALK

Benefitting Sheboygan County Food Bank

7th Annual Holiday Lights Hunger Run/Walk | Saturday, November 23, 2024

BOARD OF DIRECTORS

Rick Carr
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Kathy Kane
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EVENT SUPPORT COMMITTEE

Tyler Chappa
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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 that our 7th Annual Holiday Lights Hunger Run/Walk will be taking place on **SATURDAY, NOVEMBER 23rd, 2024** through Making Spirits Bright – the iconic holiday lights show in Evergreen Park hosted by the Sheboygan County Rotary Clubs – one week before its official opening to the public.

As we prepare for this fundraiser, we invite you to join us as a sponsor in the fight against hunger in our community. Sponsorships directly fund our programs below that work to make sure nutritious, fresh and culturally-relevant food reaches our neighbors in need.

- **Food+ for Neighbors** distributed **1.1 million pounds of food** through our Sheboygan Cares Food Pantry and network of partner organizations, leading to over 5,300 family visits each month. This included delivering **568 supplemental food boxes** to homes of low-income seniors, Rohingya refugees, and families with transportation barriers.
- **The Community Cafe** served **1,275 warm meals** to guests every month.
- **Food for Thought for Kids** provided weekend snacks and meals for **450 vulnerable children** during the 2023-2024 school year.

Our latest data shows that inflation and reductions in government support are continuing to make it tough for families. In 2024, we've tracked an average of **over 6,400 families visiting our Sheboygan Cares Food Pantry and organizations that we serve each month**, which is on pace with the height of the pandemic in 2020.

Your support will make sure food gets in the hands of 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 9th.**

Thank you for your consideration! We look forward to hearing from you. Please reach out to Lauren at lauren@sheboygancountyfoodbank.com with any questions.

Kind regards,



Patrick Boyle

Executive Director

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 sponsorships are also available (see page 3).

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* 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>	25 <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.

More details on sponsorship benefits:



To become a sponsor,
please complete the online form:

or visit www.SheboyganCountyFoodBank.com



Important Deadlines

To guarantee all sponsor benefits, please complete the online form and pay the sponsorship fee by **Friday, August 9th**. 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, 9 AM – 3 PM, no later than **Friday, October 18th**.

Sponsorship Fee Payment

The online form payment options include credit card, ACH/E-Check, PayPal, or “pay later”. If you would like to pay with a check, please choose the “pay later” option, make the check payable to ‘Sheboygan County Food Bank’, 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 Erin at erin@sheboygancountyfoodbank.com.

Complimentary Registrations

Each sponsorship level includes a specific amount of complimentary registrations. Unique coupon codes and details will be emailed shortly before registration officially opens on **Monday, August 19th**.

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

In-kind 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 sponsorship inquiries, discounted/free registrations, or any other questions, please contact Lauren at lauren@sheboygancountyfoodbank.com or 920.453.0169, ext. 101.

