



holiday lights

HUNGER RUN/WALK

LIGHT THE WAY FOR LOCAL FAMILIES AS A SPONSOR

Dear Friend,

We're excited to invite you to partner with Sheboygan County Food Bank as a sponsor of the **9th Annual Holiday Lights Hunger Run/Walk** on **Saturday, November 21st, 2026**. This one-of-a-kind event lets participants run or walk through the iconic Making Spirits Bright holiday lights show in Evergreen Park one week before it opens to the public.

Over the past eight years, the Holiday Lights Hunger Run/Walk has grown into one of Sheboygan County's premier holiday community events, raising more than \$630,000 in net proceeds to help ensure local families have access to nutritious food. By becoming a sponsor, you'll help continue that impact while gaining meaningful visibility, engaging your employees, and demonstrating your commitment to the community. This year alone, we're averaging **more than 13,000 visits to our network of food pantries each month**. Our growing **Food for Thought for Kids** program also recently wrapped up another successful school year, providing weekend snacks and meals to **625 children** so they can stay nourished, focused, and ready to learn.

We've enhanced our sponsorship opportunities for 2026 to provide even greater visibility, employee engagement, and community impact. Here's why sponsors continue to support Holiday Lights Hunger Run/Walk:

- ★ **2,788 participants** in 2025
- ★ **One of Sheboygan County's largest holiday community events**
- ★ **Thoughtfully designed sponsor benefits** that maximize your community impact and recognition
- ★ **Every sponsorship helps provide nutritious food to local families, seniors and children**

To receive the full range of sponsor benefits, please confirm your sponsorship by **Friday, September 11th** by completing our online sponsorship form (details on the following page).

Thank you for considering this partnership. Together, we can continue making a meaningful difference for families while showcasing your dedication to our community. If you have any questions or would like to discuss sponsorship opportunities, please don't hesitate to contact Lauren at lauren@sheboygancountyfoodbank.com.

Kind regards,

Patrick Boyle
Executive Director

Lauren Smith
Director of Development and Marketing

SPONSORSHIP LEVELS & 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). Please note that marketing materials featuring sponsor logos will not be sent to sponsors for approval unless requested.

Sponsorship Benefits	HUNGER LUMINARY (\$10,000)	HUNGER CHAMPION (\$5,000)	HUNGER HERO (\$3,000)	HUNGER CONQUEROR (\$1,500)	HUNGER WARRIOR (\$500)	HUNGER FIGHTER (\$250)
Complimentary Registrations <i>For employees, their families, clients, members, or other guests</i>	Unlimited *	40	25	15	8	4
Exclusive Hunger Luminary Long-Sleeve Performance Shirt	25 *					
Reserved Employee/Group Volunteer Opportunity at Event	✓	✓				
Recognition in Radio Promotions, News Releases & Event Announcements	✓ *					
Logo Displayed on Billboards <i>1.6 M impressions based on locations</i>	✓ *					
Dedicated Sponsor Spotlight Post on Facebook & LinkedIn	✓	✓				
Recognition in Sponsor Appreciation Social Media Post	✓	✓	✓	✓	✓	✓
Logo Featured on Event Website & Participant Emails	Premier * Logo Placement	Enhanced Logo Placement	Standard Logo Placement	✓	✓	
Logo Included on Participant Shirts & Sweatshirts						
Logo Displayed on Event Signage				✓		
Promotional Item Placement in Participant Goodie Bags	✓	✓	✓	✓	✓	✓
Post-Event Impact & Results Report	✓	✓	✓			

* Hunger Luminary exclusive benefit

To become a sponsor, please complete the online form using the QR code or visit www.SheboyganCountyFoodBank.com/HolidayLights.



SPONSORSHIP DETAILS

Sponsorship Fee Payment and Invoice Option

The online sponsorship 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 would like an invoice sent, please contact Katie at katie@sheboygancountyfoodbank.com.

Important Deadlines

To guarantee all sponsor benefits, please complete the online form by **Friday, September 11**. Once the form is received, we will follow up if logo files are needed. If you’re providing promotional materials and/or giveaways, please mail or drop items off to Sheboygan County Food Bank (3115 N. 21st St. Suite 1 in Sheboygan, Door A) Monday – Friday, 9 AM – 3 PM, no later than **Friday, October 30**.

Complimentary Registrations Benefit

Each sponsorship level includes a specific amount of complimentary registrations. Unique registration codes and instructions will be emailed to the contact provided in the online sponsorship form. Registration begins on **Monday, August 24** and is open through event day (Saturday, November 21).

In–Kind Sponsorships and Questions

In-kind sponsorships are available for businesses that would like to provide various equipment, supplies, or refreshment needs. To discuss in-kind sponsorships or for any other sponsor-related questions, please contact Lauren at lauren@sheboygancountyfoodbank.com or 920-395-4851.

EMPLOYEE WELLNESS & COMMUNITY ENGAGEMENT

Available to Sponsors & Non-Sponsors

Encourage health, wellness, and community involvement by covering all or part of your employees' registrations.

Companies may also choose to extend this opportunity to employees' families, clients, members or guests, making it a fun way to build teamwork while supporting local families facing hunger.

Participation is available to both sponsors and non-sponsors. You decide whether to offer free or discounted registrations, and whether event shirts and other online store items are included. We'll provide a unique registration code for your organization and you'll receive one convenient invoice after the event.

Registration opens **Monday, August 24** and remains open through event day (Saturday, November 21).

To set up discounted or free registrations, please complete the online form using the QR code or visit www.SheboyganCountyFoodBank.com/HolidayLights.

