

FOOD & FRIENDS

IS THE ONLY HOME-VISITING
nutrition service that delivers hope by the meal—
SPECIALIZED, FRESH, DELICIOUS.



Food & Friends believes in a community where everyone who is seriously ill has the nourishment they need to manage their illness. Our clients are adults and children living with chronic illnesses, such as HIV/AIDS, cancer and other life-challenging condition. They are nutritionally at-risk and limited in their ability to buy and prepare wholesome meals for themselves and their families. Our services are free, confidential and based only on medical need.

Help build a community of support for our friends and neighbors by sponsoring a Food & Friends signature event. Our sponsorships offer a wide range of recognition and marketing opportunities, employee engagement opportunities, and tickets to exclusive events.

For more information on any of the special events mentioned in the packet, or to discuss additional ways your company can get involved, please contact

**Amanda Nover, Director of Special Events, at
(202) 269-6883 or anover@foodandfriends.org**



FOOD & FRIENDS

Dining Out for Life



WHAT

This international event held in over 60 cities raises critical funds to support the missions of outstanding HIV/AIDS service organizations throughout North America.

Each year, approximately 70+ restaurants throughout the greater D.C. area will donate a portion of sales to Food & Friends.

WHEN

Thursday, April 4, 2019

WHERE

70+ participating restaurants in D.C., Maryland & Virginia

WHY

Dining Out for Life supports Food & Friends' work delivering nutritionally-tailored meals to adults and children living with HIV/AIDS, cancer and other serious illnesses throughout the Washington, D.C. region.

REACH

The Dining Out for Life marketing campaign generates over 4 million impressions.

FOOD & FRIENDS

<i>Dining Out for Life</i> SPONSORSHIP OPPORTUNITIES APRIL 4, 2019	Presenting \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Copper \$5,000	Friends \$2,500
Event Naming Opportunity	✓					
Customized Visibility throughout Event	✓					
Recognition in Event Press Release	Quote + Logo	Logo				
Inclusion in Local Media Features	✓	✓				
Featured Article in <i>ChopTalk</i> (13,000 mailed)	✓					
Recognition in <i>ChopTalk</i> (13,000 mailed)	Logo	Logo	Logo	Listed	Listed	Listed
Recognition in 2019 Annual Report	✓	✓	✓	✓	✓	✓
Logo + Hyperlink on Dining Out for Life Website	✓	✓	✓	✓	✓	✓
Listed on Food & Friends Website (Corporate Supporters Page)	✓	✓	✓	✓		
Logo on Event Emails (200,000+ Impressions)	✓	✓	✓	✓		
Logo on Event Invitation (10,000 Mailed)*	✓	✓	✓			
Logo on Event Postcards (20,000 Distributed)*	✓	✓	✓			
Logo on Event Posters (300 Distributed)*	✓	✓	✓	✓	✓	
Logo on In-Restaurant Table Tents (2,000 Distributed)*	✓	✓	✓	✓		
Logo on Donation Envelopes (15,000 Distributed)*	✓	✓	✓	✓	✓	
Logo in Local Print Advertising*	✓	✓	✓			
Platter of Chef Tim's Famous Chocolate Chip Cookies Delivered to Your Office	✓	✓				
Employee Engagement Opportunity	✓	✓	✓	✓	✓	✓

*Inclusion in print materials dependent upon print deadlines.

FOOD & FRIENDS

Chef's Best Dinner and Auction



WHAT

Food & Friends welcomes over 30 of the region's most prominent chefs and mixologists, who prepare tastings of their culinary specialties while 1,000 sponsors, donors, government officials and guests enjoy exciting auction items.

WHEN

Monday, June 10, 2019

Presidents Reception 5:30 p.m. - 6:30 p.m.

Main Event 6:30 p.m. - 9:30 p.m.

WHERE

Marriott Marquis Washington, D.C.

WHY

Chef's Best supports Food & Friends' work delivering nutritionally-tailored meals to adults and children living with HIV/AIDS, cancer and other serious illnesses throughout the Washington, D.C. region.

REACH

The *Chef's Best* marketing campaign generates over 2 million impressions.

FOOD & FRIENDS

Chef's Best

SPONSORSHIP OPPORTUNITIES

June 10, 2019 • Marriott Marquis Washington, DC

	Presenting \$100,000	Diamond \$75,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Copper \$5,000	Friends \$2,500	Supporters \$1,000
Event Naming Opportunity	Yes								
Logo/Listing on All Marketing Materials	Logo								
Dedicated Welcome in Printed Program	Yes	Yes							
Opportunity to Give Remarks at President's Reception	Yes								
Seats at Main Event	30	30	20	20	10	10	8	4	2
Tickets to President's Reception	30	30	10	6	4	2	2		
Recognition in Stage Program	Yes	Yes	Yes	Yes					
Name Mentioned in "Voice of God" Loudspeaker Announcements	3 times	2 times	1 time	1 time					
Recognition in Event Press Release	Quote & Listed	Listed	Listed						
Table Signage	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Recognition in 2,000 invitations	Logo	Logo	Logo	Logo	Listed	Listed			
Recognition on Event Website	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Listed	Listed	Listed		
Recognition on Corporate Supporters Webpage	Logo	Logo	Logo	Logo	Listed	Listed			
Recognition on Slide Presentation	Logo	Logo	Logo	Logo	Listed	Listed			
Recognition in Printed Program	Logo	Logo	Logo	Logo	Listed	Listed	Listed	Listed	Listed
Ad in Printed Program	Full Page Premier Placement	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page			
Recognition in 2019 Annual Report	Listed	Listed	Listed	Listed	Listed	Listed	Listed	Listed	Listed
Recognition in <i>Chef's Best</i> Emails	Logo	Logo	Logo	Logo					
Recognition in <i>ChopTalk</i> (14,000 mailed)	Logo	Logo	Logo	Logo	Listed	Listed			
Recognition in <i>Monthly Mouthful</i> (58,000 emailed)	Logo	Logo	Logo	Logo	Listed	Listed	Listed		
Dedicated LinkedIn Post	Yes	Yes	Yes	Yes	Yes	Yes			

Invitation recognition deadline: **March 25, 2019**

Program recognition deadline: **May 13, 2019**

FOOD & FRIENDS

Slice of Life



WHAT

Join a community of neighbors helping neighbors this holiday season by purchasing delicious Thanksgiving pies through Food & Friends' Slice of Life. Each pie purchased covers a full day of meals (breakfast, lunch and dinner) for a Food & Friends' client.

WHEN

October through Thanksgiving

WHERE

Throughout D.C., Maryland and Northern Virginia

WHY

Slice of Life supports Food & Friends' work delivering nutritionally-tailored meals to adults and children living with HIV/AIDS, cancer and other serious illnesses throughout the Washington, D.C. region.

REACH

The Slice of Life marketing campaign generates over 3 million impressions.

FOOD & FRIENDS

<i>Slice of Life</i> SPONSORSHIP OPPORTUNITIES OCTOBER-NOVEMBER 2019	Presenting \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Copper \$5,000	Friends \$2,500
Event Naming Opportunity	✓					
Customized Visibility throughout Event	✓					
Featured Article in <i>ChopTalk</i> (13,000 mailed)	✓					
Recognition in Event Press Release*	Quote + Logo	Logo				
Inclusion in Local Media Features	✓	✓				
Pie Party Hosted at Your Office or at Food & Friends	✓	✓				
Logo on Pie Boxes (9,000 Sold)*	✓	✓	✓			
Logo in Local Print Advertising*	✓	✓	✓			
Listed on Food & Friends Website (Corporate Supporters Page)	✓	✓	✓	✓		
Logo on Event Emails (600,000+ Impressions)	✓	✓	✓	✓		
Logo on Event Postcards (30,000 Mailed/Distributed)*	✓	✓	✓	✓	✓	
Logo on Event Posters (300 Distributed)*	✓	✓	✓	✓	✓	
Logo on Slice of Life Website	✓	✓	✓	✓	✓	✓
Logo on Slice of Life T-Shirt (Worn by 300+ Pickup Site Volunteers)*	Front	Back	Back	Back	Back	Back
Recognition in <i>ChopTalk</i> (13,000 mailed)	Logo	Logo	Logo	Listed	Listed	Listed
Recognition in 2019 Annual Report	✓	✓	✓	✓	✓	✓
Opportunity to Include Promotional Item in Thanksgiving Day Volunteer Bags (500+ Distributed)	✓	✓	✓	✓	✓	✓
Opportunity to Serve as Pie Pickup Site(s)	✓	✓	✓	✓	✓	✓
Employee Engagement Opportunity	✓	✓	✓	✓	✓	✓

*Inclusion in print materials dependent upon print deadlines.

FOOD & FRIENDS

Thanksgiving at Food & Friends



WHAT

Food & Friends prepares and home-delivers full family-sized Thanksgiving dinners to clients.

WHEN

The week of Thanksgiving (November 26, 2019 - November 28, 2019)

WHERE

Meal preparation at Food & Friends; meals delivered to clients throughout D.C., Maryland and Northern Virginia

WHY

We deliver over 8,000 pounds of turkey, side dishes and pies to our clients so that they may host friends and loved ones for a traditional Thanksgiving dinner.

REACH

Thanksgiving at Food & Friends is widely covered by local media outlets, including print and television.

FOOD & FRIENDS

Presenting Sponsor – Exclusive

\$50,000

- **Event Naming Opportunity** - Thanksgiving Presented by <Company Name>
- Recognized in **full-page ad** in *Washington Business Journal**
- **Quote from company representative** and logo in Thanksgiving press release
- **Logo on Food & Friends' website** (Corporate Supporters page)
- **Logo on Thanksgiving Day invitation and menu** distributed to 600+ households*
- **Logo on Thanksgiving volunteer recruitment webpage**
- Best efforts to **include company representative in Thanksgiving media opportunities** (over 8 million media impressions in 2018 - local and national TV, newspaper and radio)
- **Blog post featuring company's partnership, with quote from company representative***
- Opportunity to distribute **company branded apparel to Thanksgiving Day volunteers**
- Opportunity to provide **"Letter of Welcome"** distributed to **media, public officials and 500 volunteers on Thanksgiving Day**
- **Social media recognition**
 - 2 dedicated Facebook posts (7,000+ followers), one of which to be boosted via Facebook Ads (up to 40,000 impressions)
 - 2 dedicated Twitter posts (4,300+ followers), one of which to be boosted through Twitter Ads (up to 40,000 impressions)
 - 2 dedicated Instagram posts (800+ followers), one of which to be boosted through Instagram Ads (up to 40,000 impressions)
- **20 volunteer spots** reserved for company representatives on Thanksgiving Day
- **All benefits included with Copper Sponsorship** below

Presenting Sponsor will also be recognized as Gold Sponsor (\$25,000 level) during the Slice of Life pie sale and marketing campaign (October 1 – Thanksgiving).

Copper Sponsor

\$5,000

- **Logo on banner** displayed during Thanksgiving week in Food & Friends' kitchen
- **Logo included in recruitment and reminder emails sent to Thanksgiving volunteers**
- **Listed on Thanksgiving Day menus** distributed to 600+ households*
- **Listing on Thanksgiving volunteer recruitment webpage**
- **Listed in Thanksgiving Day press release**; sent to all major media outlets*
- Opportunity to **provide a promotional item for 500 gift bags distributed to volunteers**
- **4 volunteer spots** reserved for company representatives during the week of Thanksgiving

**Inclusion in print materials dependent upon print deadlines.*

FOOD & FRIENDS

Sponsorship Reservation

Event(s)

- Dining Out for Life *Chef's Best* Dinner & Auction
- Slice of Life Thanksgiving at Food & Friends

Sponsorship Total:

\$ _____

Donor Information

Contact Name

Company

Address

City

State

Zip

Phone

Email

Payment Information

- Check Enclosed (made payable to Food & Friends)
- VISA MasterCard AMEX Discover

Credit Card Number

Expiration

CVV Code

Signature

Date

Please complete and return this form to:

Food & Friends | 219 Riggs Road NE | Washington, DC 20011
Phone (202) 269-6883 Email anover@foodandfriends.org

