



A member of **FEEDING AMERICA**

DRIVE AWAY HUNGER



August 10, 2015

Dear friends,

Though the weather is still warm, Food Finders Food Bank is already in the planning stages of its annual *Drive Away Hunger* fall food drive (Oct 24 – Dec 1, 2015). Last year we engaged over 80 schools, churches and local businesses like yours in collecting more than 100,000 meals – helping tens of thousands of local families find help during the winter months.

To set the stage for another successful campaign this fall, I'm asking you to consider joining us as a 2015 sponsor. As a partner with Food Finders Food Bank, north central Indiana's leading hunger relief organization, your business will receive excellent exposure from media campaigns and promotions throughout the fall food drive. More importantly, your support will be critical to ensuring that Food Finders has the food supplies it needs to help feed more than 86,000 of our hungry neighbors during the harsh winter months.

We are offering a variety of sponsorship opportunities this year, all of which are detailed in the sponsorship commitment form enclosed. As a friend of the food bank and a company that wishes to eradicate hunger in our community, you are an ideal partner for Food Finders, and I eagerly await your reply. Please feel free to reach me directly with any questions, and thank you so much for your consideration.

Sincerely,

Katy O'Malley Bunder
Executive Director
Food Finders Food Bank
765.471.0062

DRIVE AWAY HUNGER



Drive Away Hunger Fall Food Drive Sponsorship Form

Yes! We want to “take the wheel” to drive away hunger in our community this fall. The need in north central Indiana is great — but so is the impact during *Drive Way Hunger*.



Key Sponsor - \$2,000 Sponsorship

- Logo on rear exterior City Bus Ad
- Logo on Journal & Courier advertisements
- Company mention on radio commercials
- Recognition at Press Conference
- Logo on food drive barrel stickers
- Logo on community wide mail piece
- Logo on event posters
- Logo on Drive Away Hunger event page
- Facebook and Twitter mentions throughout campaign



Engine Sponsor - \$1,000 Sponsorship

- Company mention on radio commercials
- Company logo on interior City Bus Ad
- Recognition at Press Conference
- Logo in community wide mail piece
- Listing in Journal & Courier print advertisements
- Logo on event posters and barrell stickers
- Logo on Drive Away Hunger event page
- Facebook and Twitter mentions throughout campaign



Navigator Sponsor - \$500 Sponsorship

- Logo on food drive barrel stickers
- Listing in community wide mail piece
- Listing on event posters
- Listing in Journal & Courier print advertisements
- Logo on Drive Away Hunger event page
- Facebook and Twitter mentions throughout campaign



“Cyber Monday” Checker Flag Sponsor - \$5,000 Matching Gift Sponsorship

This online fundraising event will commence the *Drive Away Hunger* campaign and will be held on “Cyber Monday”, November 30. This 24-hour fundraiser will encourage the community to remember our hungry neighbors as they shop the cyber Monday online sales allowing community members to make a gift that will be **matched** by your organization dollar for dollar.

- Speaking opportunity at Press Conference
- Listing in community mail piece
- Facebook and Twitter promos leading up to Cyber Monday
- Logo and company mentioned through e-marketing sent prior to and day of campaign
- Banner ad on Food Finders website for Cyber Monday event
- Launch pad ad and sticky note ad in Journal & Courier prior to Cyber Monday event
- Mention with 1 day radio ad on Cyber Monday
- *If goal of \$5,000 match is raised on Cyber Monday, your company's logo will be placed on a Food Finders truck for 1 year!*

I am unable to sponsor the food drive; however, I would still like to feed the hungry in our community by hosting a food drive this fall!

**Early Bird
Registration
Form!**

DRIVE AWAY HUNGER



DRIVE AWAY HUNGER FOOD DRIVE Food Finders Food Bank Participation Form

Organization Name: _____

First Contact Name: _____

Second Contact Name: _____

Address: _____ City & Zip: _____

Email: _____ Phone: _____

Start Date: _____ End Date: _____

Description of food drive: _____

Mail to: Food Finders Food Bank
ATTN: Kier Crites Scherger
50 Olympia Court
Lafayette, IN 47909

Scan/email: kcrites@food-finders.org
Fax: 765.471.1101

Feel free to call Sarah Mihich at 765.471.0062 x213 to brainstorm food drive themes and/or competition ideas for your organization. We can't wait to see what you come up with!

Logistics:

A limited quantity of banana boxes and collection barrels are available for pick up at the food bank. Our barrels are cute, but not magic. Feel free to be creative when thinking about what you can use as receptacles for collection. Posters will be provided.

Due to our small staff size and fleet resources, all donations of 500 pounds or less should be dropped off at the food bank.

Food donations may be taken directly to Food Finders Food Bank at 50 Olympia Ct. Lafayette, IN 47909. Donation hours are Monday through Friday 8 am-4 pm.



Food Finders Food Bank, Inc.

fighting hunger, giving hope



Last year over 80 local businesses, religious organizations, and schools throughout the Greater Lafayette community participated in the *Drive Away Hunger* fall food drive collecting more than 100,000 meals for our neighbors in need. This community-wide effort is an excellent time to remind those in our service area that you are a Hunger Fighter! We hope you will join us this year.

Drive Away Hunger Sponsorship Contact Information

DRIVE AWAY HUNGER



We would like to be named as a sponsor of this event at the following level:

- Key Engine Navigator Checker Flag

Business Name: _____

Address: _____

Contact Phone: _____

Contact Name: _____

Social Media Handles:





Please mail this form to: Food Finders Food Bank, 50 Olympia Ct., Lafayette, IN 47909
To be included in marketing materials, please return sponsorship form no later than August 28th.

Please contact Kier Crites Scherger with questions at (765) 471-0062 or kcrites@food-finders.org