



## North County Food Bank 2020 Community Champion Awards *A Salute to Our COVID-19 Heroes*

*Thursday, October 29<sup>th</sup>, 2020*

On **Thursday, October 29<sup>th</sup>, 2020**, the North County Food Bank will host their **North County Food Bank 2020 Community Champion Awards: A Salute to Our COVID-19 Heroes**. Join us as we gather to honor and recognize our partners and North County heroes during the COVID-19 pandemic, and celebrate the contributions they have made in our community since mid-March. This celebratory evening will include a North County Food Bank update from our CEO Jim Floros, as well as a heartfelt thank you and salute to the amazing individuals, companies, organizations and volunteers that have gone above and beyond during these unprecedented times. Videotaped from our North County facility, we invite you to virtually join and pay tribute to those who have made the biggest impact in feeding and supporting our North County community! This event will help raise funds for the North County Food Bank during these times of need.

### Event Synopsis

**Date:** Thursday, October 29<sup>th</sup>, 2020, 5:30 pm – 6:30 pm

**Location:** Virtual Award Event: Videotaped onsite at the North County Food Bank

**Attendance:** North County's most influential people including philanthropists, public officials, corporate partners, hunger advocates and community leaders

**Event Schedule:** TBD

**Corporate Sponsors:** Our vital corporate sponsors are the foundation of the **North County Food Bank COVID-19 Champion Awards** and are showcased in our public media campaign, event collateral materials, and featured at the virtual event with signage and program recognition.

Please review the attached menu of opportunities. Sponsorships range from \$1,000 to \$25,000. A customized sponsorship can be arranged to meet your marketing goals. For more information, please contact Alden Domini, NCFB Manager of Corporate & Community Partnerships, at 858-863-5139 or [adomini@sandiegofoodbank.org](mailto:adomini@sandiegofoodbank.org).

## Sponsorship Opportunities

### North County Food Bank COVID-19 Champion Awards

#### ✦ Title Sponsorship

**Investment \$25,000**

- **Naming Rights:** Identified as the exclusive premier event sponsor.
- **Speaking Opportunity:** Opportunity to welcome guests and speak at the event.
- **Advertising and Publicity:** Premiere logo placement in all advertising, promotional opportunities and publicity for the awards event. Name will be included as part of all media releases.
- **Recognition:** Enhanced exposure and premium placement on the North County Food Bank website, newsletter, e-mail blasts and NCFB social media posts as the exclusive Title Sponsor for this event.
- **Awards Signage:** Featured prominently on the event projection screen throughout the evening.
- **Collateral:** Logo prominently displayed as the 'Title Sponsor' on the save-the-date and invitation. Includes a two-page center spread in the program, electronically distributed to each attendee.

#### ✦ Presenting Sponsorship

**Investment \$10,000**

- **Speaking Opportunity:** Opportunity to speak at the event.
- **Advertising and Publicity:** Enhanced logo placement in all advertising, promotional opportunities, and publicity.
- **Recognition:** Enhanced exposure and premium placement on the North County Food Bank website, newsletter, and e-mail blasts and NCFB social media posts as a Presenting sponsor.
- **Awards Signage:** Logo featured on a rotating basis on the event projection screen throughout the evening.
- **Collateral:** Logo displayed as a 'Presenting Sponsor' on the save-the-date card and invitation. Includes a full-page ad in the program that will be electronically distributed to each attendee.

## ✦ Award Sponsorship

Investment \$5,000

- **Award Presentation:** Opportunity to introduce and present an awardee with their award.
- **Advertising and Publicity:** Name included in all advertising, promotional opportunities, and publicity.
- **Recognition:** Enhanced exposure and premium placement on the North County Food Bank website, newsletter, email blasts and NCFB social media posts.
- **Awards Signage:** Featured on a rotating basis on the event projection screen throughout the evening.
- **Collateral:** A half-page ad in the program that will be electronically distributed to each attendee.

## ✦ Champion Sponsorship

Investment \$1,000

- **Advertising and Publicity:** Name included in all advertising, promotional opportunities, and publicity.
- **Recognition:** Exposure on the North County Food Bank website, newsletter, and email blasts.
- **Award Signage:** Featured on a rotating basis on the event projection screen throughout the evening.
- **Collateral:** A third-page ad in the program that will be electronically distributed to each attendee.

## Sponsor Benefits Chart

### North County Food Bank 2020 Community Champion Awards: *A Salute to Our COVID-19 Heroes*

<b>NCFB 2020 Community Champion Awards Sponsorship Benefits</b>	<b>Title Sponsor \$25,000</b>	<b>Presenting Sponsor \$10,000</b>	<b>Awards Sponsor \$5,000</b>	<b>Champion Sponsor \$1,000</b>
<b>Event Naming Rights</b>	Yes			
<b>Welcome Guests Opportunity</b>	Yes			
<b>Speaking Opportunity at Event</b>	Yes	Yes		
<b>Award Presentation to Awardee</b>			Yes	
<b>Advertising</b>	Logo	Logo	Name	Name
<b>Website</b>	Logo	Logo	Logo	Logo
<b>Virtual Event Signage</b>	Logo	Logo	Logo	Logo
<b>Logo on Gala Collateral</b>	Logo	Logo		
<b>Ad in Event Program</b>	2 Page Spread	Full Page	Half Page	1/3 Page

We invite you to invest in our mission. We would welcome the opportunity to create a customized package to meet your marketing goals. For more information, please contact Alden Domini at 858-863-5139 or [adomini@sandiegofoodbank.org](mailto:adomini@sandiegofoodbank.org).