

*Farm to Table(aux)*<sup>®</sup>

BENEFITING FOOD FINDERS

SPONSORSHIP OPPORTUNITIES



# FOOD FINDERS 2<sup>ND</sup> ANNUAL

*Farm to Table(aux)*

THEME: FRIDA KAHLO

SEPTEMBER 23, 2023 • 5:00 – 9:00 PM

THE BETTY RECKAS CULTURAL CENTER-LONG BEACH

Farm to Table(aux) brings together community-minded, philanthropic art & food lovers to enjoy a feast of authentic Mexican cuisine, artisan cocktails, craft beer and wines, creative Tableaux Vivants, a Mysterio Box drawing, exceptional auction items, entertainment and more.

## GUEST PROFILE

Individuals and couples ages 25 to 85

Key influencers, tastemakers, connectors

Charity supporters, socially conscious and community-minded

Creative, outside-the-box thinkers

Community Advocates

Enjoyers of wine and unique cuisine

On average, guests donate/spend \$200-\$600 per event





# ABOUT US:



Food Finders is a food rescue nonprofit organization with a primary focus of reducing hunger while also reducing food waste. We coordinate the daily pick-up of donated excess food from grocers, restaurants, hospitals, schools, manufacturers and more; food is then distributed directly and immediately to nonprofit recipients, such as pantries, shelters, youth programs and senior centers, to be used for serving hot meals or as grocery distribution for people who are struggling and food insecure.

Our Food Rescue program ensures millions of pounds of wholesome food helps feed people, not landfills. Operating from a single headquarters in Orange County, California, we serve multiple counties within Southern California. By engaging a huge network of volunteers, we're able to quickly scale and rescue enough food for 11 million meals per year.

**OUR MISSION:** Eliminate Hunger • Eliminate Food Waste • Improve Nutrition in food-insecure communities

**OUR HISTORY:** Founded in 1989, Food Finders is a testament to how one person can make a difference! Founder Arlene Mercer started Food Finders from her kitchen table and initially engaged just a few volunteers to help organize the delivery of donated restaurant overages that were otherwise being tossed away, ensuring it was used to feed people at a local shelter. This effort, combined with some donor education on the Good Samaritan Food Donation Act and California Health Code propelled the organization to become an authority on food recovery before anyone really knew what food recovery was! By the time she retired in 2011, the organization was well on its way to being the largest food rescue nonprofit within California.



# MARKETING STRATEGY

**Printed Save-the-Dates:** A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. **Expected audience: 5,000+**

**Printed Posters:** The full-color event poster will be given to current sponsors and various businesses to attract attendance and sponsorship/donors approximately 7-8 weeks before the event. The poster will include recognition for confirmed sponsors and event details. **Expected audience: 1,000+**

**Newsletters/E-Promotions:** Newsletters will be emailed to the entire network of the Food Finders supporters.

**Webpage:** The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

**Social Media:** With an audience of over 3,000 spread across social media outlets, Food Finders will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

**Program:** Distributed to all attendees at the event, the program includes event details, sponsor recognition, Food Finders information, and live and silent auction item descriptions.

**+ MUCH MORE!**



## \$20,000 EXCLUSIVE PRESENTING SPONSOR

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux) Benefiting Food Finders Presented by “Your Company Name/Logo Here”).

### **PRESENTING SPONSORSHIP BENEFITS INCLUDE:**

- Welcome remarks from company representative
- Acknowledgement as the exclusive Presenting Sponsor and logo on all print and electronic promotional materials
- Acknowledgement in all press releases associated with the event, summer newsletter, e-blasts and social media
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Full-page advertisement on the inside front cover of the program (artwork provided by sponsor)
- First right of refusal for presenting sponsorship of the 2024 FTT event
- Two prominent tables with seating for 16 guests



## **\$15,000 EXCLUSIVE HOSTING SPONSOR**

Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux) Benefiting Food Finders Hosted by “Your Company Name Here”).

### **HOSTING SPONSORSHIP BENEFITS INCLUDE:**

- Acknowledgement as the exclusive Host Sponsor and logo on all print and electronic promotional materials
- Acknowledgement in all press releases associated with the event, e-newsletters and social media
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Prominent promotion in the event program (artwork provided by sponsor)
- First right of refusal for hosting sponsorship of the 2024 FTT event
- Prominent table location with seating for 14 guests



## **\$10,000 GOLD SPONSOR**

- A \$10,000 investment in Food Finders
- On-stage verbal recognition during the seated program and prominent signage at the event
- Name-inclusion in the event program when secured 30 days prior to event
- Acknowledgement in fall newsletter, all e-blasts and social media post
- Prominent table seating for 12 guests


## **\$5,000 SILVER SPONSOR**

- A \$5,000 investment in Food Finders
- Name-inclusion in the event program when secured 30 days prior to event
- Acknowledgement in fall newsletter, all e-blasts and social media post
- Prominent table seating for 8 guests

## **\$2,500 BRONZE SPONSOR**

- A \$2,500 investment in Food Finders
- Name-inclusion in the event program when secured 30 days prior to event
- Acknowledgement in fall newsletter, all e-blasts and social media post
- Table seating for 4 guests

# MENU OF ADDITIONAL OPPORTUNITIES

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- SOLD** ~~Musica – \$5,000~~ (1 available) Benefits Include: Your logo next to the musical performers and recognition in the printed program + 8 VIP tickets. **Sponsored by Banc of CA**
  - SOLD** ~~Strike a Pose – \$5,000~~ (1 available) Benefits Include: Your logo on photo op back drop, tons of social media exposure + 8 VIP tickets. **Sponsored by California Resources Corp**
  - SOLD** ~~Frida's Flower Crown Cart – \$5,000~~ (1 available) Benefits Include: Your name/logo on the Flower Cart where Frida flower crowns will be displayed and distributed to each guest + 8 VIP tickets. **Sponsored by Servicon Cares**
  - El Mysterio Box Drawing - \$5,000** (1 available) Benefits Include: Your brand featured on the Mysterio Box, Logo on all opportunity drawing materials + 8 VIP tickets.
  - El Regalo (Guest thank you) - \$5,000** (1 available) Benefits Include: Your logo on the thank you gifts distributed to each guest + 8 VIP tickets.
  - SOLD** ~~Tableaux Vivant – \$2,500~~ (3 available) Benefits Include: Your logo next to the tableaux and recognition in the printed program + 4 tickets. **Sponsored by Port of Long Beach, Laserfiche and Commercial Bank of CA**
  - SOLD** ~~Street Taco Appetizer Station – \$2,500~~ (1 available) Benefits Include: Your name/logo on the signage for the station, recognition in the printed program + 4 tickets. **Sponsored by Albertsons**
  - SOLD** ~~Appetizer Station – \$2,500~~ (2 available) Benefits Include: Your name/logo on the signage for the station, recognition in the printed program + 4 tickets. **Sponsored by AES and Marathon**
  - SOLD** ~~Wine Station – \$2,500~~ (1 available) Benefits Include: Your logo prominently displayed at the wine pouring station +4 tickets. **Sponsored by Oak Ridge Winery**
  - Craft Beer Station - \$2,500** (1 available) Benefits Include: Your logo prominently displayed at the craft beer station + 4 tickets.
  - Margarita Station - \$2,500** (1 available) Benefits Include: Your logo prominently displayed at the Margarita station + 4 tickets.
  - Spring Of Hope - \$2,500** (1 available) Benefits Include: Your logo prominently displayed at the non-alcoholic drink station + 4 tickets.
  - SOLD** ~~Silent Auction – \$2,500~~ (1 available) Benefits Include: Your logo on elegant signage and mobile bidding. + 4 tickets. **Sponsored by Commercial Bank of CA**
  - SOLD** ~~Live Auction – \$2,500~~ (1 available) Benefits Include: Your logo on live auction signage, slides and in printed program + 4 tickets. **Sponsored by City National Bank**





# SPONSOR REGISTRATION

Presenting (\$20,000)    Hosting (\$15,000)    Gold (\$10,000)    Silver (\$5,000)    Bronze (\$2,500)

Additional Opportunity \_\_\_\_\_ \$ \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ payable to Food Finders Please mail to: 10539 Humbolt St, Los Alamitos CA 90720

Charge my Credit Card for \$ \_\_\_\_\_ Return form via MAIL to: 10539 Humbolt St, Los Alamitos CA 90720

Name on Card : \_\_\_\_\_ CC#: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Signature: \_\_\_\_\_

## CREATING A WIN-WIN!

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

## DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship.  
Please Contact: Lisa Hoffmaster at [lisah@foodfinders.org](mailto:lisah@foodfinders.org) or 562-283-1400 ext.103

*\*tax deductibility of donations will be determined after sponsorship is finalized.*