

Farm to Table(auz)
PRESENTED BY SMART & FINAL
CHARITABLE FOUNDATION

Viva LAS VEGAS

2024

BENEFITING FOOD FINDERS



SPONSORSHIP OPPORTUNITIES

FOOD FINDERS 3RD ANNUAL *Farm to Table(auX)*

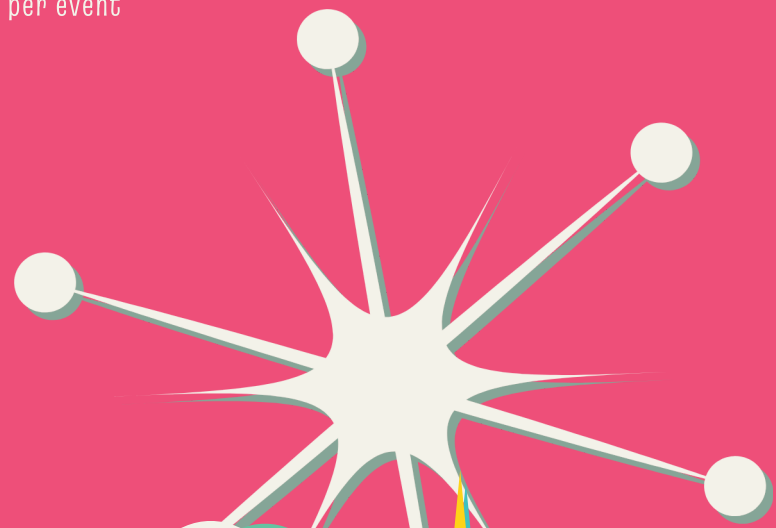
THEME: VIVA LAS VEGAS

SEPTEMBER 21 | 5:00 PM - 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 elevated cuisine, artisan cocktails, craft beers and wines, creative Tableaux Vivants, a Mystère 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

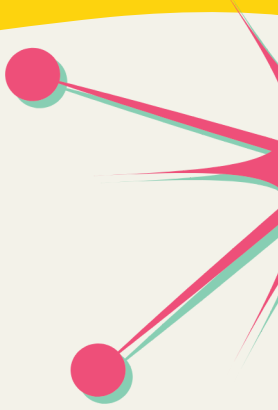


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About Us

Food Finders, is a nonprofit dedicated to rescuing food. Our mission is to eliminate hunger and food waste while improving nutrition in the food insecure communities we serve. Our goal is to foster positive change in both our community and the environment. With over 35 years of experience, we lead the way in food recovery. By collaborating with businesses with surplus food and connecting this food to our network of nonprofit partners across Los Angeles, Orange, Riverside and San Bernardino counties, our programs ensure equal and equitable access to nutritious food for those facing hunger.

Despite CA producing nearly half the country's fruits and vegetables, currently 1 in 5 Californians struggle with food insecurity, meaning they have limited or uncertain access to adequate food. Hunger is not a consequence of insufficient food production or scarcity in the food supply but a problem in the equitable distribution to those in need. Food Finders provides a bridge-connecting excess food to families, students, homeless individuals and seniors while diverting greenhouse gas emissions from landfills that directly impacts climate change.

Our Mission

**Eliminate
Hunger**

**Eliminate
Food
Waste**

**Improve
Nutrition in
food-
insecure
communities**

Marketing Strategy

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

Printed Poster: 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!



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\$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 Fines 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 2025 FTT event
- ★ Two prominent tables with seating for 20 guests

THANK YOU

Smart & Final.

CHARITABLE
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\$15,000 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").

- ★ 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 2025 FTT event
- ★ Prominent table location with seating for 15 guests

\$10,000 GOLDEN NUGGET

- ★ 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 VIP table seating for 10 guests

\$5,000 SILVER KNIGHTS

- ★ 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
- ★ 5 VIP tickets

\$2,500 BRONZE BELLAGIO

- ★ 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
- ★ 4 general admission tickets

MENU OF ADDITIONAL OPPORTUNITIES

- ❑ ~~Rat Pack Lounge~~ - \$5,000 (1 available) Benefits Include: Your logo next to the lounge and recognition in the printed program + 5 VIP tickets. **Sponsored by Grocery Outlet**
- ❑ ~~Vegas Residencies~~ - \$5,000 (1 available) Benefits Include: Your logo featuring one of the performers and recognition in the printed program + 5 VIP tickets. **Sponsored by Banc of California**
- ❑ ~~Tableaux Vivant~~ - \$2,500 (1 available) Benefits Include: Your logo next to the tableaux and recognition in the printed program + 4 general admission tickets. **Sponsored by Laserfiche, Lazy Acres & Port of Long Beach**
- ❑ ~~Paparazzi Sponsorship~~ - \$5,000 (1 available) Benefits Include: Your logo next to the step and repeat wall and recognition in the printed program + 5 VIP tickets. **Sponsored by Kaiser Permanente**
- ❑ ~~Mystère Box~~ - \$5,000 (1 available) Benefits Include: Your logo next to the Mystère Box and featured in all opportunity drawing materials and recognition in the printed program + 5 VIP tickets.
- ❑ ~~"Everyone's a Winner"~~ (Guest Thank You Gifts-350 Branded Items) - \$5,000 (1 available) Benefits Include: Your logo featured outside or inside the gift and recognition in the printed program + 5 VIP tickets.
Sponsored by ServiconCares
- ❑ ~~Bellagio Fountain (Non-Alcoholic Beverage Station)~~ - \$2,500 (1 available) Benefits Include: Your logo next to the drink station and recognition in the printed program + 4 general admission tickets. **Sponsored by AES**
- ❑ ~~Casino Royale (signature cocktail sponsor)~~ - \$2,500 (1 available) Benefits Include: Your logo next to the drink station and recognition in the printed program + 4 general admission tickets.
- ❑ ~~Craft Beer Station~~ - \$2,500 (1 available) Benefits Include: Your logo next to the drink station and recognition in the printed program + 4 general admission tickets.
- ❑ ~~All You Can Taste Appetizer~~ - \$2,500 (1 available) Benefits Include: Your logo next to the appetizer station and recognition in the printed program + 4 general admission tickets. **Sponsored by: City National Bank & Marathon Petroleum**
- ❑ ~~Silent Auction~~ - \$2,500 (1 available) Benefits Include: Your logo on elegant signage and mobile bidding. + 4 general admission tickets. **Sponsored by Commercial Bank of California**
- ❑ ~~Live Auction~~ - \$2,500 (1 available) Benefits Include: Your logo on live auction signage, slides and in printed program + 4 general admission tickets. **Sponsored by Commercial Bank of California**

SPONSORSHIP REGISTRATION

Presenting (\$20,000) Hosting (\$15,000) Golden Nugget (\$10,000) Silver Knights(\$5,000)

Bronze Bellagio (\$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 \$ _____ Name on card: _____

CC#: _____ Exp. Date: _____ CVN: _____

Billing Address: _____

I agree to cover the credit card processing fees so that 100% of my contribution can benefit the organization.

Return form via MAIL to: 10539 Humbolt St, Los Alamitos CA 90720

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 or 562-283-1400 ext.103
*tax deductibility of donations will be determined after sponsorship is finalized.

