

### event overview

- Attend our new Friday night kickoff event on October 1, hosted by Evans Bank! The event will feature live music, refreshments and a mapped route to get your walk in.
- Meet-up walk events will be held on Saturday, October 2. These walk events will take place throughout our service area in Cattaraugus, Chautauqua, Erie and Niagara counties! Participants also can choose a DIY route option to complete anytime during Walk Off Weekend.
- Participants can set up virtual team pages and fundraise to make an even bigger impact!

### participation in 2020

- Roughly 400 attendees participated in our first-ever hybrid Walk Off Hunger, resulting in \$73,000 in funds raised.
- An average of 24,035 supporters contacted over each of six emails.



*Catherine Shick, FeedMore WNY chief communications officer, takes a photo with attendees at Walk Off Hunger's Mayville Lakeside Park meet-up walk event.*



*Walk Off Hunger attendees in Clarence pose for a group picture at a meet-up walk event.*

# sponsorship opportunities



Event Promotion	Presenting (Sold)	Diamond (\$5,000)	Platinum (\$3,000)	Gold (\$1,500)	Silver (\$750)	Bronze (\$500)
Event page placement	Recognized as presenting sponsor with hyperlink	Logo with Hyperlink	Logo	Name	Name	Name
Social media mention	Logo with Tag	Logo	Logo	Name	Name	Name
Placement on walker registration site	Logo	Logo	Name	Name		
Inclusion in event marketing emails	Logo with Hyperlink	Logo with Hyperlink	Name			
Inclusion in newsletter	Logo	Logo				
Recognized in donor acknowledgment letters	Yes					
Recognition as presenting sponsor in event press releases and interviews	Yes					
Event Day Recognition	Presenting	Diamond (\$5,000)	Platinum (\$3,000)	Gold (\$1,500)	Silver (\$750)	Bronze (\$500)
Walker registrations	24	18	12	8	4	2
Option to provide promotional item or branded giveaway for participants	Yes	Yes	Yes	Yes		
Post-event Recognition	Presenting	Diamond (\$5,000)	Platinum (\$3,000)	Gold (\$1,500)	Silver (\$750)	Bronze (\$500)
Event recap email	Logo with Hyperlink	Logo with Hyperlink	Name	Name	Name	Name

## event sponsorship commitment form

Sponsor Name: \_\_\_\_\_  
(Please print the name as you prefer it to be printed.)

### Sponsorship Commitments

Please select commitment levels from the options below.

Sweet Expectations:  Presenting Sponsor (\$15,000)  Gold Sponsor (\$2,500)  
 Diamond Sponsor (\$10,000)  Silver Sponsor (\$1,000)  
 Platinum Sponsor (\$5,000)  
 Other: \$ \_\_\_\_\_ as an event donation.

Walk Off Hunger:  Presenting Sponsor (\$7,500) - *Sold*  Gold Sponsor (\$1,500)  
 Diamond Sponsor (\$5,000)  Silver Sponsor (\$750)  
 Platinum Sponsor (\$3,000)  Bronze Sponsor (\$500)  
 Other: \$ \_\_\_\_\_ as an event donation.

Rock Out Hunger:  \$ \_\_\_\_\_ as an event donation.  I am interested in hosting a food or fund drive.

Food 2 Families:  \$ \_\_\_\_\_ as an event donation.  I am interested in hosting a virtual food drive.

General Donation:  \$ \_\_\_\_\_ as an general donation.  I am interested in corporate volunteer opportunities.

**Total Commitment:** \$ \_\_\_\_\_

### Sponsor Information and Contact

Please provide details about your organization.

Sponsor Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

Continued on reverse side

## event sponsorship commitment form (continued)

### Payment Information

- Check enclosed (please make check payable to FeedMore WNY Foundation)
- Charge (please complete credit card information below)
- Please pledge my donation and send me an invoice.

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Amount Charged: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

### Marketing Contact

Preferred Marketing Contact Name: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

### Social Media and Web Presence

We will use this information to tag and mention your organization in social media posts.

Company/Organization Website: \_\_\_\_\_

Facebook Handle: \_\_\_\_\_ Twitter Handle: @ \_\_\_\_\_

Instagram Handle: @ \_\_\_\_\_ LinkedIn Handle: \_\_\_\_\_

## return this form

We are grateful for your organization's support!  
After completing this commitment form, please  
send it by mail to:

**Attn: Marinda Frazier**  
FeedMore WNY Foundation  
100 James E Casey Drive  
Buffalo, NY 14206

## contact us

For questions about this sponsorship form or any  
of the events contained within this packet, please  
reach out to:

**Marinda Frazier**  
Special Events Manager  
[mfrazier@feedmorewny.org](mailto:mfrazier@feedmorewny.org)  
(716)822-2005 ext. 3082