The goal of FeedMore WNY lies in its name: to feed more Western New Yorkers of all ages for whom securing food is a challenge.

Our mission is to offer dignity, hope and a brighter future by providing nutritious food, friendship and skills training to our Western New York neighbors in need.

Through our food bank distribution network and partner hunger-relief agencies, as well as our Meals on Wheels and other targeted feeding programs, we alleviate hunger and assist community members of all ages throughout Cattaraugus, Chautauqua, Erie and Niagara counties.

In 2021, FeedMore WNY distributed enough food through all of its feeding programs to provide more than 12.8 million meals to those in need.

Contact us

For questions about the events and opportunities presented in this packet, contact:

Marinda Frazier, special events manager
mfrazier@feedmorewny.org
(716) 822-2005 ext. 3082

Follow us on social media:

@feedmorewny
sponsorship opportunities at a glance

May 2022
Sweet Expectations
Sweet Expectations is our signature fundraising event! Join us, virtually or in-person, as we celebrate a night of food, fun and sweet treats in support of the mission of FeedMore WNY. (Learn more on page 4.)

October 2022
Walk Off Hunger
There are so many ways to get involved in Walk Off Hunger! Attend the kickoff party, earn exciting fundraising rewards and choose from one of many walk locations across our four-county service area. (Learn more on page 5.)

November 2022
Operation: Rock Out Hunger
Visit Rock Out Hunger, where 97 Rock’s DJ Jickster lives on a FeedMore WNY tractor-trailer for an entire week as he collects food and fund donations to support the community during the holiday season. (Learn more on page 6.)

December 2022
Food 2 Families
Stop by the Food 2 Families one-day food drive and fundraising event, hosted at six local Tops Friendly Market locations. This event is broadcast live on WGRZ-TV from morning to night! (Learn more on page 6.)
A sweet evening of local food tastings, bubbly drinks and special guests!

Impact in 2021
More than 450 individuals tuned in to our virtual program, raising more than $187,000 for FeedMore WNY.

<table>
<thead>
<tr>
<th>sponsorship opportunities</th>
<th>Presenting ($15,000)</th>
<th>Diamond ($10,000)</th>
<th>Platinum ($7,500)</th>
<th>Gold ($5,000)</th>
<th>Silver ($2,500)</th>
<th>Bronze ($1,500)</th>
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</thead>
<tbody>
<tr>
<td>Logo or name on feedmorewny.org event page</td>
<td>Top Logo Placement</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
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<td>Inclusion in event marketing emails</td>
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<td>Logo</td>
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<tr>
<td>Placement on event signage, broadcast, and/or digital ads</td>
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<td>✓</td>
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</tr>
<tr>
<td>Recognition as Presenting Sponsor in event press releases and interviews</td>
<td>✓</td>
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<tr>
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<tr>
<td>Digital event program ad</td>
<td>Full page, premium</td>
<td>Full page</td>
<td>Half Page</td>
<td>Quarter Page</td>
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<td>Virtual event tickets</td>
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<td>18</td>
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<tr>
<td>Live event tickets</td>
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<td>Virtual pre-recorded commercial or event speaking opportunity</td>
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<tr>
<td>Acknowledgment in post-event thank you email</td>
<td>Logo</td>
<td>Logo</td>
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</tbody>
</table>

Customized sponsorship packages are available upon request.
Taking steps toward ending hunger in Western New York.

**Impact in 2021**
More than 350 walkers participated, raising more than $95,000 in support of our programs and services.

<table>
<thead>
<tr>
<th>sponsorship opportunities</th>
<th>Presenting ($10,000)</th>
<th>Diamond ($5,000)</th>
<th>Platinum ($3,000)</th>
<th>Gold ($1,500)</th>
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<td>Placement on Walk Off Hunger registration page</td>
<td>Premier logo placement</td>
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<td>Walker registrations</td>
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<td>Acknowledgment on social media</td>
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<td>✓</td>
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<tr>
<td>Opportunity to provide branded giveaway items to walkers</td>
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<td>✓</td>
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<td>Placement on event signage, flyer and/or other print materials</td>
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<tr>
<td>Recognition as “Presenting Sponsor” in event press releases and interviews</td>
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</table>

Customized sponsorship packages are available upon request.
November
food and
fund drive

Get Involved

- Pledge a monetary donation in support of the event
- Organize a food drive and deliver donations directly to the event trailer at Millard Fillmore Suburban Hospital
- Register for a corporate volunteer shift to help unload and sort donations

Select food and fund donors may be invited to schedule a live radio interview with 97 Rock and may be eligible for additional media coverage!

Impact in 2021

Rock Out Hunger raised over $46,000 and collected 34,000 pounds of food, plus an additional 1,000 frozen turkeys!

Rock Out Hunger is presented by 97 Rock, Kaleida Health and 7 News WKBW.

December
food and
fund drive

Get Involved

- Pledge a monetary donation in support of the event
- Organize a food drive and deliver donations directly to a participating Tops location
- Register for a corporate volunteer shift to help unload and sort donations

Select food and fund donors may be invited to schedule a live news interview on WGRZ-TV and may be eligible for additional media coverage!

Impact in 2021

Food 2 Families raised $180,000 and collected more than 25,000 pounds of food!

Food 2 Families is presented by Tops Friendly Markets, WGRZ-TV and Townsquare Media.
event sponsorship commitment form

Sponsorship Commitment
Please select commitment levels from the options below.

Sweet Expectations:
- □ Presenting Sponsor ($15,000)
- □ Diamond Sponsor ($10,000)
- □ Platinum Sponsor ($7,500)
- □ Other: $ ____________

Walk Off Hunger:
- □ Presenting Sponsor ($10,000)
- □ Diamond Sponsor ($5,000)
- □ Platinum Sponsor ($3,000)
- □ Other: $ ____________

Rock Out Hunger:
- □ $ ____________ as an event donation.

Food 2 Families:
- □ $ ____________ as an event donation.

General Donation:
- □ $ ____________

Total Commitment: $ ________________

Sponsor Information
Please provide details about your organization.

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

Sponsor Address: _________________________________________________________
City: ___________________________ State: ______ Zip Code: ________________

Contact Name: _________________________________________________________
Contact Email: ___________________________ Contact Phone: _________________

Payment Information

□ Check enclosed - check payable to FeedMore WNY Foundation
(Payment can be mailed to FeedMore WNY Foundation, 100 James E. Casey Drive, Buffalo, NY 14206)

□ Please pledge my donation and send me an invoice.

□ Charge the commitment to a credit card:

Name on card: ___________________________ Card Number: _________________________
Expiration Date: ___________ CVV: ___________ Signature: _________________________