

# FeedMóre why Foundation

let's dish



2025

sponsorship opportunities

# FeedMore wny

**continued support from  
our community partners  
makes our mission possible!**

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.

## with your support, we can:

**Launch innovative programs, like our Food Farmacy,** to reduce food insecurity and improve public health.

**Distribute more than 1 million pounds of food each month** through our food bank network to feed children, families and older adults experiencing food insecurity.

**Prepare and deliver approximately 28,000 nourishing meals each week** to neighbors who are homebound and to older adults served through community dining sites.

**Provide free workforce development** to people with high barriers to employment through our RISE Logistics and RISE Culinary and Food Manufacturing programs.

**Improve nutritious food access** by growing produce in our Community Garden and indoor hydroponic farms.



101524

## Social Media Following:

 4.9K likes | 6.2K followers

 1,949 followers

 4,898 followers

 1,011 followers

 2,772 followers

 108 subscribers

# opportunities at a glance

**May 2025**

## Sweet Expectations

Join us for a delightful spring evening of local cuisine, live music, and sweet treats, all in support of FeedMore WNY's mission to nourish our community. Discover how your sponsorship can make a difference and be the cherry on top of an unforgettable night.

*(Learn more on page 4.)*



**August 2025**

## Party at the Pier

Soak in the sunset and enjoy the flavors of summer at Party at the Pier, an evening that combines fun and philanthropy on the waterfront. Explore how your brand can shine as a sponsor and set sail for a great cause!

*(Learn more on page 5.)*



**November 2025**

## Operation: Rock Out Hunger

Visit 97 Rock's DJ Jickster when he lives on a FeedMore WNY tractor-trailer for an entire week, collecting food and fund donations to support our community during the holiday season!

*(Learn more on page 6.)*



**December 2025**

## Food 2 Families

Stop by the Food 2 Families food drive and fundraising event at select local Tops Friendly Markets locations. Tune in to WGRZ-TV for live coverage from morning to night!

*(Learn more on page 7.)*





# May signature event



Experience a night of culinary delights and community spirit at Sweet Expectations, our signature spring fundraising event.

Indulge in a sweet evening of bubbly drinks, delectable foods, and divine desserts from top local establishments – Together, let's make an impact that's as sweet as the event itself!

## Impact:

Sweet Expectations has raised more than \$700,000 for FeedMore WNY since 2020.



sponsorship opportunities	Presenting \$20,000	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Logo or name on feedmorewny.org event page	Top logo placement	Logo	Logo	Logo	Name	Name
Acknowledgment on social media (over 15k followers!)	♥	♥	♥	♥	♥	
Inclusion in event marketing emails (over 57K subscribers!)	Top logo placement	Logo	Logo	Name		
Placement on event signage and print materials	♥	♥	♥			
Recognition as Presenting Sponsor in event press releases and interviews	♥					
Event program ad	Full page, premium	Full page	Half page	Quarter page	Logo	Name
Event Tickets	20	16	12	8	4	2
Access to reserved sponsors' benefit	♥	♥	♥	♥	♥	♥
Verbal recognition during event	♥	♥				
Exclusive pre-produced social media appearance (over 15k followers!)	♥					
Acknowledgment in post-event thank you email (over 57K subscribers!)	Top logo placement	Logo	Logo	Name	Name	Name

Customized sponsorship packages are available upon request.


















# party at the Pier

## August signature event

This event provides a unique opportunity to connect your brand with attendees who value local impact, offering a platform to demonstrate your commitment to supporting Western New York through FeedMore WNY's mission.

Celebrate a vibrant summer evening on the waterfront with music, food and drinks for seafarers and landlubbers alike!



sponsorship opportunities	Presenting \$15,000	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Logo or name on feedmorewny.org event page	Top Logo Placement	Logo	Logo	Logo	Logo	Name
Acknowledgment on social media (over 15k followers!)						
Inclusion in event marketing emails (over 57K subscribers!)	Top Logo Placement	Logo	Logo	Name		
Placement on event signage and print materials						
Recognition as Presenting Sponsor in event press releases and interviews						
Event tickets	20	16	12	8	4	2
Access to reserved sponsors' benefit						
Verbal recognition during event						
Acknowledgment in post-event thank you email (over 57K subscribers!)	Top Logo Placement	Logo	Logo	Name	Name	Name

Customized sponsorship packages are available upon request.



# 97 Rock OPERATION: ROCK OUT HUNGER

## November food and fund drive

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

**Impact:** Since 2020, Rock Out Hunger has:



raised over  
**\$170,000**



collected  
**146,111 lbs**  
of food



collected  
**7,543**  
turkeys

## Why Support Rock Out Hunger?

**High Visibility:** With 97 Rock's DJ Jickster living on a FeedMore WNY tractor-trailer for an entire week, your brand will gain extensive exposure through FeedMore WNY's owned media promotions and opportunities for radio and television mentions.

**Community Impact:** Sponsoring this unique event demonstrates your commitment to supporting the community during the critical holiday season, making a tangible difference in local lives.

**Engagement Opportunities:** Connect with a broad audience through direct service volunteer opportunities for employees.

**Positive Brand Association:** Align your brand with a high-profile, impactful event that resonates with community values and fosters goodwill among potential customers.

## Get Involved

- **Pledge a Monetary Donation:**  
Support our mission with a financial gift.
- **Deliver Food Donations:**  
Drop off non-perishable items directly at the event.
- **Register for a Corporate Volunteer Shift:**  
Join us in person to make a difference.







# December food and fund drive

Food 2 Families is presented by WGRZ-TV and Tops Friendly Markets.

**Impact:** Since 2020, Food 2 Families has:



raised over  
**\$567,000**



collected over  
**959,000 lbs** of food to date

## Why Support Food 2 Families?

**Broad Exposure:** Gain significant visibility through live broadcasts on WGRZ-TV and FeedMore WNY's owned media, from morning to night, at multiple Tops Friendly Markets locations, reaching a wide and engaged audience.

**Community Engagement:** Show your commitment to addressing food insecurity and making a positive impact during the holiday season, directly supporting those in need in your community.

**High-Profile Opportunities:** Benefit from potential live interviews on WGRZ-TV and additional coverage through FeedMore WNY's owned media platforms.

**Brand Alignment:** Associate your brand with a well-recognized, high-impact event that fosters community spirit and demonstrates corporate social responsibility.

## Get Involved

- **Pledge a Monetary Donation:**  
Support our cause with a financial gift.
- **Deliver Food Donations:**  
Drop off non-perishable items directly at the event.
- **Register for a Corporate Volunteer Shift:**  
Join us in person to make a difference.
- **Exclusive Opportunities:**  
Donors may be invited for a live interview on WGRZ-TV and FeedMore WNY's owned media!



## event sponsorship commitment form

### Sponsorship Commitment

**Sweet Expectations:**

- ☐ Presenting Sponsor (\$20,000)  
☐ Diamond Sponsor (\$15,000)  
☐ Platinum Sponsor (\$10,000)

- ☐ Gold Sponsor (\$5,000)  
☐ Silver Sponsor (\$2,500)  
☐ Bronze Sponsor (\$1,500)

☐ Other: \$ \_\_\_\_\_

**Party at the Pier:**

- ☐ Presenting Sponsor (\$15,000)  
☐ Diamond Sponsor (\$10,000)  
☐ Platinum Sponsor (\$7,500)

- ☐ Gold Sponsor (\$5,000)  
☐ Silver Sponsor (\$2,500)  
☐ Bronze Sponsor (\$1,500)

☐ Other: \$ \_\_\_\_\_

**Rock Out Hunger:**

☐ \$ \_\_\_\_\_ as an event donation.

**Food 2 Families:**

☐ \$ \_\_\_\_\_ as an event donation. ☐ Interested in a media spot

**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.

(invoices include online payment link)



# thank you to our 2024 sponsors

for helping FeedMore WNY's mission in offering dignity, hope and brighter futures  
to our Western New York neighbors in need.



Nancy Caruana-Dolce Foundation  
MAV Sales  
Huntington Debt Holding  
Alliant Capital Management LLC



# thank you

## for your support of our mission!

If you have questions about our services, how to volunteer or are interested in working with us on a future event, we would love to hear from you!

      @feedmorewny

 [hello@feedmorewny.org](mailto:hello@feedmorewny.org)

 (716) 822-2002

 [feedmorewny.org](https://feedmorewny.org)



### extra helpings:

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

**Jenna Curran**, Special Events Specialist  
[jcurran@feedmorewny.org](mailto:jcurran@feedmorewny.org) | (716) 822-2005 x3082

**FeedMóre**  
**wny**  
**Foundation**

### more ways to get involved:

click or scan codes, or go to [feedmorewny.org](https://feedmorewny.org)



donate



volunteer



more events