

FeedMóre why Foundation

let's dish



2026
sponsorship
opportunities

about FeedMore wny

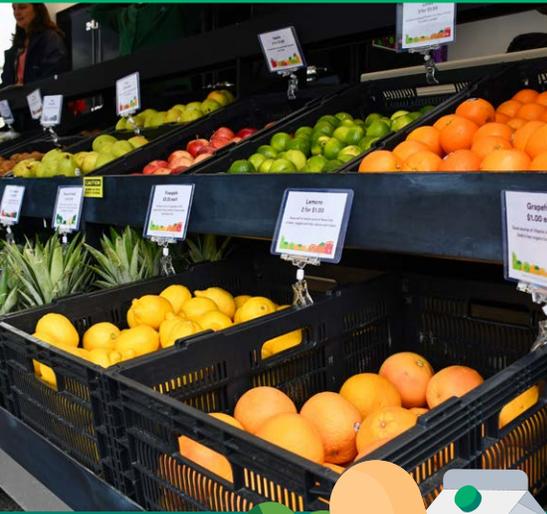


Every day across Western New York, thousands of our neighbors — including children, older adults, veterans, and people with disabilities — face an empty plate and the uncertainty of where their next meal will come from.

At FeedMore WNY, we believe no one should have to choose between food and other essentials. We are here to fill plates, brighten futures, and remind our community that they are not alone.

Inside this packet, you'll find many ways to partner with us: by sponsoring our signature events, supporting year-round programs like our Farm Market mobile trucks and Community Garden, or engaging your employees through volunteering and food drives.

Your sponsorship is more than a logo on a banner. It provides meals on tables, hope in hearts, and transforms lives. Together, we can offer dignity, hope and brighter futures to our Western New York neighbors in need.



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about FeedMore wny

our core values

we are **helpful**
we are **inclusive**
we are **compassionate**
we are **innovative**
we are **dependable**
we are **family**



more food. more good.

our mission

FeedMore WNY's 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.

our vision

FeedMore WNY believes that to solve hunger, we must acknowledge that the struggle against hunger, poverty, injustice, and hopelessness are one and the same. We envision a future in which all are treated with dignity, food access and equity are recognized as human rights, and every person is empowered to have hope and thrive.



your impact

The compassion and support of our generous sponsors enable FeedMore WNY to:



Distribute 15.8 million pounds of food annually through our food bank distribution network to feed children, families and older adults experiencing food insecurity.



Prepare and deliver approximately **1.5 million nourishing meals** annually to neighbors who are homebound, older adults served through community dining sites, and to support additional nonprofits.



Improve nutritious food access by growing approximately **3,000 pounds of produce** annually in our Community Garden and indoor hydroponic farms.



Continue our mission with the help of **4,100 dedicated volunteers** donating 105,000 hours of their time.

sponsorship opportunities

event opportunities at a glance

Sweet Expectations

May 20, 2026 - Resurgence Brewing Co.
FeedMore WNY's May Signature Event

Join us for a vibrant spring evening featuring local cuisine and decadent desserts—all in support of FeedMore WNY's mission to nourish our community. With your sponsorship, you'll help make a lasting impact while adding the cherry on top of an unforgettable night.

Audience:

400+ community members, corporate leaders, and food lovers

Sponsorship Range:

\$1,500 - \$20,000

(Learn more on page 6.)



Party at the Pier

August 20, 2026 - Buffalo River Fest Park
FeedMore WNY's August Signature Event

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!

Audience:

400+ community members, corporate leaders, and food lovers

Sponsorship Range:

1,500 - \$15,000

(Learn more on page 7.)



sponsorship opportunities

event opportunities at a glance

97 Rock Operation: Rock Out Hunger

November 2026 - Millard Fillmore Suburban Hospital
Annual Special Event

For one week, 97 Rock's DJ Jickster lives in (and broadcasts from) a FeedMore WNY trailer, rallying the community to give! With extensive radio coverage and hundreds of supporters stopping by, this highly visible event drives critical food and funds during the holiday season.

Audience:

Thousands reached through in-person, radio, and TV audiences

Sponsorship Range:

Custom Donation Levels

(Learn more on page 8.)



Food 2 Families

December 2026 - Select Tops Friendly Markets
Annual Special Event

In just one day, communities across Western New York unite for a multi-location food and fund drive, highlighted by live coverage from WGRZ. Your sponsorship demonstrates your brand's dedication to fighting hunger while bringing hope to families during the holidays. Audience Region-wide visibility through WGRZ-TV live coverage

Audience:

Region-wide visibility through WGRZ-TV live coverage

Sponsorship Range:

Custom Donation Levels

(Learn more on page 9.)

sweet expectations

to benefit FeedMore WNY

Wednesday
May 20, 2026
 Resurgence Brewing Co.



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 one million dollars 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 |
|---|------------------------|---------------------|----------------------|-----------------|-------------------|-------------------|
| Recognition as the Presenting Sponsor | ♥ | | | | | |
| Recognition on the FeedMoreWNY.org event page | Premier Logo | Logo | Logo | Logo | Logo | Logo |
| Sponsor Level Acknowledgment across FeedMore WNY’s social media platforms | ♥ | ♥ | | | | |
| Recognition in event marketing emails | Premier Logo | Logo | Logo | Logo | Name | |
| Recognition on event signage and printed materials to the fullest extent possible within design and production specifications | Premier Logo | Logo | Logo | Name | | |
| Event Program Ad | Premium Full-page ad | Half-page Ad | Half-page ad | Quarter-page ad | Logo | Name |
| Access to reserved sponsor area | ♥ | ♥ | ♥ | ♥ | ♥ | ♥ |
| Exclusive pre-produced social media feature highlighting your organization | ♥ | | | | | |
| Recognition in the post-event thank-you email | Premier Logo | Logo | Logo | Name | Name | Name |
| complimentary event tickets for your team or guests | 20 | 15 | 10 | 6 | 4 | 2 |

party at the Pier

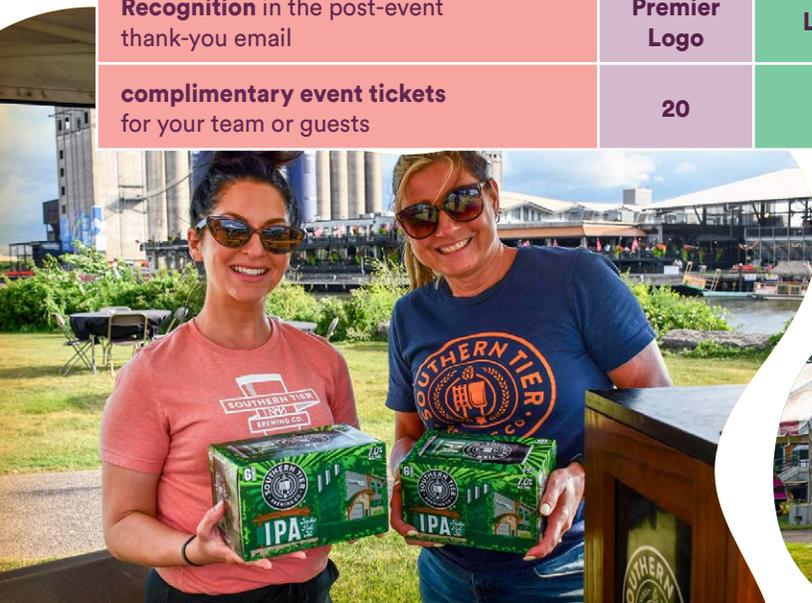
Thursday
August 20, 2026
Buffalo River Fest Park

Experience the magic of summer on Buffalo's waterfront with premier bites, signature cocktails, and live music filling the air. As the sun sets, the night comes alive with laughter, camaraderie, and a vibrant celebration of community that nourishes our neighbors all year long.



| sponsorship opportunities | Presenting \$15,000 | Diamond \$10,000 | Platinum \$7,500 | Gold \$5,000 | Silver \$2,500 | Bronze \$1,500 |
|---|------------------------|---------------------|---------------------|-----------------|-------------------|-------------------|
| Recognition as the Presenting Sponsor | | | | | | |
| Recognition on the FeedMoreWNY.org event page | Premier Logo | Logo | Logo | Logo | Logo | Logo |
| Sponsor Level Acknowledgment across FeedMore WNY's social media platforms | | | | | | |
| Recognition in event marketing emails | Premier Logo | Logo | Logo | Name | Name | |
| Recognition on event signage and printed materials to the fullest extent possible within design and production specifications | Premier Logo | Logo | Logo | Name | | |
| Exclusive pre-produced social media feature highlighting your organization | | | | | | |
| Recognition in the post-event thank-you email | Premier Logo | Logo | Logo | Name | Name | Name |
| complimentary event tickets for your team or guests | 20 | 15 | 10 | 6 | 4 | 2 |

Customized sponsorship packages are available upon request.



97 Rock OPERATION: ROCK OUT HUNGER

November 2026
Millard Fillmore
Suburban Hospital

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

Impact: Since 2006, Rock Out Hunger has:



raised over
\$480,400



collected
421,856 lbs.
of food



collected
40,408
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.

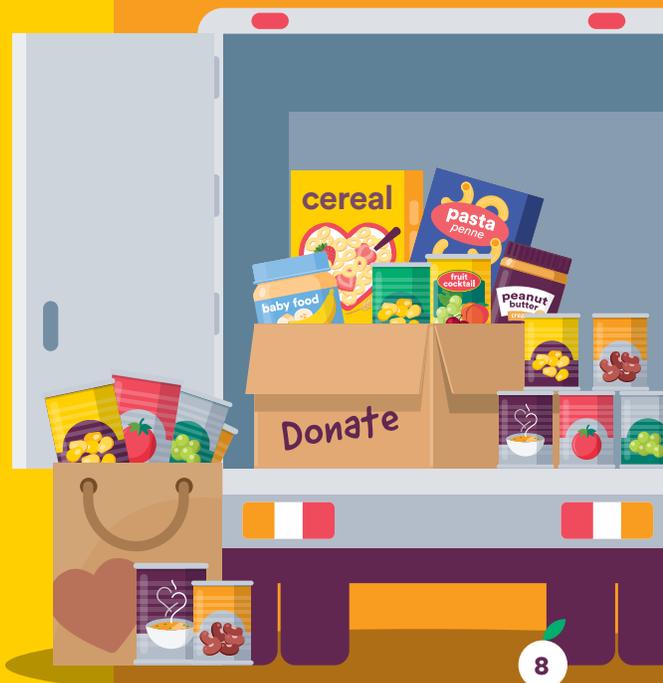
Community Impact: Sponsoring this unique event demonstrates your commitment to supporting the community during the critical holiday season, making a tangible difference in the lives of your neighbors.

Engagement Opportunities: Connect with a broad audience through direct involvement 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 2026 Participating Tops Friendly Markets

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

Impact: To date, Food 2 Families has:



raised over

\$2,650,000



collected over

2,913,000 lbs.
of food

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, 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 media coverage.

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!



shelf stable sponsorship opportunities



farm  **market**

There are also ongoing opportunities to support FeedMore WNY programs through your business or corporate foundation!

To learn more about directly supporting the Farm Market Truck, the Backpack Program, or other FeedMore WNY programs, please contact:

Cait Evans
Chief Development Officer
(716) 822-2005 ext. 3080
cevens@feedmorewny.org



RISE



food
armacy



FeedMore wny
backpack program

more ways to give



Volunteer

Volunteers are an essential ingredient to FeedMore WNY's ability to provide access to nutritious food to our neighbors in need. From packaging food for distribution to pantries, to delivering freshly made home-delivered meals, individual and group volunteers make a lasting impact on the lives of those we serve.

Host a Food Drive

No gift is too small, and no effort is too little. Each food item donated makes a difference in the lives of our WNY neighbors in need!

For questions about starting a food drive or volunteer opportunities, contact:

Betsy Campbell

Community Engagement & Events Specialist
(716) 822-2005 ext. 3090.

bcampbell@feedmorewny.org



sponsorship commitment form

Signature Events

Sweet Expectations:

- SOLD** Sponsor (\$20,000) *only 2 available*
- Diamond Sponsor (\$15,000) *only 2 available*
- Platinum Sponsor (\$10,000)
- Gold Sponsor (\$5,000)
- Silver Sponsor (\$2,500)
- Bronze (\$1,500)

*To be included in the event program and signage, all artwork and logos must be received by Friday, April 17th

Party at the Pier:

- SOLD** Sponsor (\$15,000) *only 2 available*
- Diamond Sponsor (\$10,000) *only 2 available*
- Platinum Sponsor (\$7,500)
- Gold Sponsor (\$5,000)
- Silver Sponsor (\$2,500)
- Bronze (\$1,500)

*To be included in on event signage, all logos must be received by Wednesday, July 22

Special Events

Rock Out Hunger: \$ _____ as an event donation.

Food 2 Families: \$ _____ as an event 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: _____

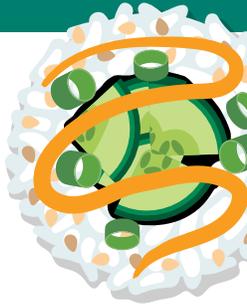
Payment Information

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 2025 sponsors

for helping FeedMore WNY's mission in offering dignity, hope and a brighter future



7WKBW
97 Rock Cumulus Media
Alliant Capital Management LLC
Buffalo Construction Consultants
Buffalo Spree
CDW | IBM
Delta Air Lines
Freed Maxick CPAs
Fresh Catch Poke Co.
Highmark Blue Cross Blue Shield of Western New York
Huntington Debt Holding
James Desiderio, Inc.
Kreher Family Farms
M&T Bank
MAV sales
Miller & Associates Sourcing Specialists
Netrio
News 4 WIVB
Personal Touch Food Services Inc.
Rich Products
The Buffalo News
Tops Friendly Markets
Trautman Associates
Wegmans
WGRZ 2 On Your Side





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

 (716) 822-2002

 feedmorewny.org

extra helpings:

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

Jenna Curran, Special Events Specialist
jcurran@feedmorewny.org | (716) 822-2005 x3082

FeedMóre
wny
Foundation

more ways to get involved:

click or scan codes, or go to feedmorewny.org

