



UTAH FOOD BANK



SPONSORSHIP OPPORTUNITIES



UTAH FOOD BANK

Since our founding in 1904, Utah Food Bank has remained committed to serving Utahns facing hunger. 410,000 Utahns, which equates to 1 in 8 individuals, are at risk of missing a meal today. Even more alarming is 1 in 7 Utah kids are unsure where their next meal is coming from.

With your support last year, we distributed 70.2 million pounds of food, the equivalent of 58.5 million meals, to people facing hunger in every county of the state. In addition to being one of only a handful of food banks that distributes food free-of-charge to partner agencies, we also offer several direct service programs to help the most vulnerable populations in our state — children and seniors.

HUNGER IS ALL AROUND US

Help us make a difference by partnering with us on events throughout the year.

Sponsorship allows our fundraising events to have an even greater impact on Utahns facing hunger, while at the same time aligning your brand with Utah Food Bank in the minds of our donors. Audiences range from hundreds to thousands, depending on the event, and sponsorships often include media coverage. Our three primary fundraising events each year are: Night at the Warehouse gala (April); Driving Out Hunger golf tournament (summer); and the Utah Human Race (November).

Fundraising events provide opportunities for two of our most important tools in the fight against hunger statewide: education and awareness. We are incredibly appreciative of the support we receive from the community, whether it be through gifts of food, time or money, so thank you in advance for considering partnering with us.

If you or your business are interested in the many different sponsorship opportunities available throughout the year, please contact Heidi Cannella, Communications Director, at 801.887.1278 or heidic@utahfoodbank.org.



Event Info

- **When:** April 2023
- **Where:** Utah Food Bank West Wing, 3160 S. 930 W. (SLC)
- **Cost:** Table of Ten \$1,500/Individual Ticket \$150
- **Projected Attendance:** 350-400
- **Audience:** Corporate Partners and Individual Donors
- **Website:** <https://www.utahfoodbank.org/gala/>

DEADLINE FOR SPONSORSHIP: 3/7/23

BENEFITS	PRESENTING \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
				
Logo placement on event save the date (12/10/21 deadline)	✓			
Logo placement on event invitation	✓			
Facebook, Instagram & Twitter updates including company name	✓			
Special recognition in 2 UFB quarterly newsletters (approx. circulation 35,000)	✓			
Special recognition in 3 UFB monthly e-newsletters (approx. circulation 23,000)	✓	✓		
Business category exclusivity	✓	✓	✓	
Logo inclusion on event webpage	✓	✓	✓	
Logo displayed on slideshow during dinner program	✓	✓	✓	✓
Table signage logo tier	1st	1st	2nd	3rd
Tables of 10 included	2	1	1	1

All funds raised at our annual Night at the Warehouse Gala directly support our mission of *Fighting Hunger Statewide*. The event theme rotates each year, and features both live and silent auctions, dinner, drinks and entertainment activities.

Attendees have the opportunity to learn about the scope of Utah Food Bank's efforts to help those in need and how we are continually refining our approach to fighting hunger in Utah.

DRIVING OUT HUNGER



UTAH FOOD BANK



Event Info

- **When:** June 13, 2022
- **Where:** Willow Creek Country Club, Sandy UT
- **Cost:** Four-Player Team Entry \$1,200/
Two-Player Team Entry \$600
- **Projected Attendance:** 100-150
- **Audience:** Corporate Partners & Individual Donors
- **Website:** <https://www.utahfoodbank.org/golf/>

DEADLINE FOR SPONSORSHIP: 5/27/22

Step up to the tee to fill a plate with Utah Food Bank at our annual Driving Out Hunger golf tournament. All funds raised from this scramble-format tournament benefit Utah Food Bank programs, operations, outreach and education efforts.

Participation options include corporate sponsorship, four-player teams, two-player teams, or opting for a “mulligan” by donating without participating. The event location rotates amongst private golf courses in the Salt Lake valley each year and typically takes place in June.

BENEFITS	PRESENTING \$25,000	CHAMPION \$10,000	EAGLE \$5,000	BIRDIE \$3,000
	SOLD			
Facebook, Instagram & Twitter updates including company name	✓			
Logo inclusion on invitation postcard	✓			
Special recognition in 2 UFB quarterly newsletters <i>(approx. circulation 35,000)</i>	✓			
Logo placement on scorecards	✓			
Special recognition in 3 UFB monthly e-newsletters <i>(approx. circulation 23,000)</i>	✓	✓		
Logo placement on rule sheets, cart signs & pin sheets	✓	✓		
Logo placement on electronic leaderboard & electronic scoreboard	✓	✓	✓	
Opportunity to include items in goodie bags	✓	✓	✓	✓
Logo inclusion on day-of event banner	✓	✓	✓	✓
Logo inclusion on event webpage	✓	✓	✓	✓
Special recognition at awards luncheon	✓	✓	✓	✓
Logo placement as “Hole Sponsor” on electronic display in cart	4	2	1	1
Four-player teams included	4	2	1	1



UTAH FOOD BANK

Utah Human Race



5K / 10K FUN RUN

Run with an Attitude of Gratitude

Event Info

- **When:** Thanksgiving morning
- **Where:** Sandy
- **Cost:** 5K \$25/10K \$30
- **Projected Attendance:** 4,000-5,000
- **Audience:** Individual Donors and Families
- **Website:** www.UtahHumanRace.org

DEADLINE FOR SPONSORSHIP: 10/1/22

Enjoying Thanksgiving Day doesn't have to mean gaining a few extra pounds for participants of our annual Utah Human Race. The Utah Human Race is one of the largest 5K/10K events in the state—with an average of 5,000 participants joining us annually to “Run with an Attitude of Gratitude!”

This family-friendly race is traditionally held every year on Thanksgiving morning in conjunction with Utah Food Bank's statewide Holiday Food & Fund Drive. Every sponsorship dollar and registration fee raised from the Utah Human Race helps us provide food and services to Utah communities statewide.

BENEFITS	PRESENTING \$30,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000	FRIEND \$1,500
Individualized special benefits including advertising & media opportunities	✓				
Special recognition in UFB quarterly newsletter <i>(approx. circulation 25,000)</i>	2				
Special recognition in UFB monthly e-newsletter <i>(approx. circulation 23,000)</i>	2	2			
Facebook, Instagram & Twitter updates including company name	3	2			
Logo on event posters <i>(10/1 deadline)</i>	✓	✓	✓		
Logo on start line banner	PREMIUM PLACEMENT	T1	T2	T3	
Logo on event webpage	PREMIUM PLACEMENT	✓	✓	✓	
Logo on race shirts	PREMIUM PLACEMENT	T1	T2	T3	T4
Opportunity to include marketing materials/ samples in race bags <i>(5,000 quantity)</i>	✓	✓	✓	✓	✓
Booth space during packet pick-up & race day	✓	✓	✓	✓	✓
Waived Entries	20	20	10	5	2

PAYMENT FORM

Please select your event and support level:

Night at the Warehouse Gala

- ☐ \$25,000 Presenting Sponsor ☐ \$5,000 Silver Sponsor ☐ \$1,500 Table
☐ \$10,000 Gold Sponsor ☐ \$3,000 Bronze Sponsor ☐ \$150 Individual Tickets (_____Qty.)
☐ I can't make it, but still want to help *Fight Hunger Statewide* by donating: \$_____

Driving Out Hunger

- ☐ \$25,000 Presenting Sponsor ☐ \$5,000 Eagle Sponsor ☐ \$1,200 Foursome
☐ \$10,000 Champion Sponsor ☐ \$3,000 Birdie Sponsor ☐ \$600 Twosome
☐ I can't make it, but still want to help *Fight Hunger Statewide* by donating: \$_____

Utah Human Race

- ☐ \$30,000 Presenting Sponsor ☐ \$5,000 Silver Sponsor ☐ \$1,500 Friend Sponsor
☐ \$10,000 Gold Sponsor ☐ \$3,000 Bronze Sponsor
☐ I can't make it, but still want to help *Fight Hunger Statewide* by donating: \$_____

Primary Contact Name _____

Phone Number _____

Email _____

Name of Organization _____

Name of Organization As It Should Appear In Marketing _____

Mailing Address _____

City/State/Zip _____

PAYMENT OPTIONS

Total Amount \$_____ ☐ Cash ☐ Check ☐ Credit Card ☐ Invoice Me

Check # _____

Charge credit card: ☐ VISA ☐ AMEX ☐ MasterCard ☐ Discover

Name as it appears on CC _____ Security Code _____

CC # _____ Exp. Date ____/____/____

Billing Address _____

City/State/Zip _____

Authorized Signature _____

Make Check Payable to: Utah Food Bank
3150 South 900 West
Salt Lake City, UT 84119

Utah Food Bank is a private, non-profit, 501(c)(3) tax-exempt organization. Tax ID 87-0212453. This donation is used to aid agencies feeding the hungry in a manner as defined by Feeding America, Utah Food Bank and the donating organization.