



UTAH  
FOOD  
BANK



**SPONSORSHIP  
OPPORTUNITIES**



# UTAH FOOD BANK

Since our founding in 1904, Utah Food Bank has remained committed to serving Utahns facing hunger. 317,000 Utahns, which equates to 1 in 11 individuals, are at risk of missing a meal today. Even more alarming, 1 in 10 Utah kids are unsure where their next meal is coming from.

With your support last year, we distributed 60.2 million pounds of food, the equivalent of 50.1 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 South golf tournament (May); Driving Out Hunger golf tournament (September); the Utah Human Race (November); and the Holiday Food and Fund Drive (October – January).

**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](mailto:heidic@utahfoodbank.org).



### Event Info

- **When:** April 27, 2024
- **Where:** UFB West Wing, 3160 S 930 W (SLC)
- **Cost:** Table of Ten \$1,500/Individual Ticket \$150
- **Projected Attendance:** 350-400
- **Audience:** Corporate Partners & Individual Donors
- **Website:** <https://www.utahfoodbank.org/gala>

**DEADLINE FOR SPONSORSHIP: 3/5/24**

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.

BENEFITS	PRESENTING \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
	<b>SOLD</b>			
Logo placement on event save the date (12/9 deadline)	✓			
Logo placement on event invitation	✓			
Facebook, Instagram & Twitter updates including company name	✓			
Special recognition in 2 UFB quarterly newsletters (approx. circulation 25K)	✓			
Special recognition in 3 UFB monthly e-newsletters (approx. circulation 25K)	✓	✓		
Business category exclusivity	✓	✓		
Logo inclusion on event webpage	✓	✓	✓	
Logo displayed on slideshow during dinner program	✓	✓	✓	✓
Bidder paddle logo tier	<b>1st</b>	<b>1st</b>	<b>2nd</b>	<b>3rd</b>
Tables of 10 included	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>



UTAH FOOD BANK

# DRIVING OUT HUNGER SOUTH



## Event Info

- **When:** Monday, May 20, 2024
- **Where:** Black Desert Resort (St. George)
- **Cost:** Four-Player Team Entry \$1,500/Two-Player Team Entry \$750
- **Projected Attendance:** 128
- **Audience:** Corporate Partners & Individual Donors
- **Website:** <https://www.utahfoodbank.org/golfsouth/>

**DEADLINE FOR SPONSORSHIP: 4/26/24**

Join us at our first annual Driving Out Hunger South golf tournament at Black Desert Resort near St. George! This new resort will be host to Utah's first PGA Tour event in 60 years in 2024, and an LPGA tour event the following year. Beginning in the fall, access to this golf course will be limited to resort guests only, so this is a phenomenal opportunity to play Black Desert before it is discovered by the world!

Supporting this event will help Utah Food Bank Southern Distribution Center make an even greater impact in southern Utah.

BENEFITS	PRESENTING	CHAMPION	EAGLE	BIRDIE
	\$25,000	\$10,000	\$5,000	\$3,000
Facebook, Instagram & Twitter updates including company name	✓			
Logo inclusion on invitation postcard	✓			
Special recognition in 2 UFB quarterly newsletters <i>(approx. circulation 25K)</i>	✓			
Logo placement on scorecards, scoreboard, rule sheets, cart signs and pin sheets	✓			
Special recognition in 3 UFB monthly e-newsletters <i>(approx. circulation 23K)</i>	✓	✓		
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 placements as "Hole Sponsor"	4	2	1	1
Four-player teams included	3	2	1	1

# DRIVING OUT HUNGER



## Event Info

- **When:** Monday, September 9, 2024
- **Where:** Willow Creek Country Club (Sandy)
- **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: 8/16/24**

Take a swing 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. Each year, the event is held at a private golf course in the Salt Lake valley.

BENEFITS	PRESENTING	CHAMPION	EAGLE	BIRDIE
	\$25,000	\$10,000	\$5,000	\$3,000
Facebook, Instagram & Twitter updates including company name	✓			
Logo inclusion on invitation postcard	✓			
Special recognition in 2 UFB quarterly newsletters <i>(approx. circulation 25K)</i>	✓			
Logo placement on scorecards	✓			
Special recognition in 3 UFB monthly e-newsletters <i>(approx. circulation 20K)</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	3	2	1	1

# Utah Human Race



**5K / 10K FUN RUN**

*Run with an Attitude of Gratitude*





## Event Info

- **When:** Thanksgiving morning
- **Where:** Sandy
- **Cost:** 5K \$30/10K \$35
- **Projected Attendance:** 4,000
- **Audience:** Individual Donors & Families
- **Website:** [www.utahhumanrace.org](http://www.utahhumanrace.org)

**DEADLINE FOR SPONSORSHIP: 10/2/24**

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 4,000 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
	<b>SOLD</b>				
Logo placement on paid advertising & media opportunities	✓				
Special recognition in UFB quarterly newsletter <i>(approx. circulation 25K)</i>	2				
Special recognition in UFB monthly e-newsletter <i>(approx. circulation 23K)</i>	2	2			
Facebook, Instagram & Twitter updates including company name	3	2			
Logo on event posters <i>(9/30 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>(4K quantity)</i>	✓	✓	✓	✓	✓
Booth space on race day	✓	✓	✓	✓	✓
Waived Entries	20	20	10	5	2





# HOLIDAY FOOD & FUND DRIVE

## Event Info

- **When:** October 15 – January 15
- **Where:** Statewide
- **Cost:** \$35,000
- **Audience:** Utahns Across the State
- **Website:** [www.utahfoodbank.org/holiday](http://www.utahfoodbank.org/holiday)

**DEADLINE FOR SPONSORSHIP: 9/15/24**

*\*Limited to 5 sponsorships*

## BENEFITS

Television: 1.5 million impressions per sponsor (paid media + added value)

Social Media/Digital Display: 1 million impressions per sponsor (paid media + added value)

UFB Newsletters: 100K e-newsletter and 85K newsletter impressions per sponsor

UFB Website: 85K page views of the campaign landing page featuring sponsor logos

Outdoor Billboards

Radio (St. George): 376 spots

2.5 million impressions per sponsor\*

As a Holiday Food & Fund Drive sponsor, you'll receive positive recognition through various channels, including traditional/streaming television, outdoor billboards, radio, digital display, organic and paid social media, and a Utah Food Bank website landing page displaying sponsor logos. This multi-media campaign aimed at driving awareness and support helps us ensure we can help Utahns long after the holidays fade.

It launches publicly immediately after Thanksgiving and runs through January 15th. Sponsors typically receive three times their original investment in impressions and media value.

The 2022-2023 campaign garnered 6.5 million impressions in total.

\*Average – based on 5 sponsors. Results reflect 22-23 campaign.

## 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 South (St. George)

- \$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 I still want to help *Fight Hunger Statewide* by donating: \$ \_\_\_\_\_

### Driving Out Hunger (Wasatch Front)

- \$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 I 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 I still want to help *Fight Hunger Statewide* by donating: \$ \_\_\_\_\_

### Holiday Food & Fund Drive

- \$35,000 Presenting Sponsor

## CONTACT INFORMATION

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 # \_\_\_\_\_ (Payable to Utah Food Bank)

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 \_\_\_\_\_

Send Check 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.***