



Corporate Partnership Opportunities
2009 - 2010

2009 - 2010 Food Drive Sponsorship

Second Harvest Food Bank runs food drives throughout the year with the annual Holiday Food Drive being our largest and most visible event. During the 2008 Holiday Food Drive, over 1,000 barrels were placed at local businesses and schools. This event generates huge community visibility for participants, and is Second Harvest's largest single source of community donations for the entire year.

Other food drives that Second Harvest runs during the year include the Summer Food Drive, Letter Carriers Food Drive, and Rotary Food Drive with barrels throughout Santa Cruz County. Your participation in these events will enable us to cover many costs associated with the food drives so that all resources can be dedicated to feeding families in need of assistance.

Sponsorship Levels

\$25,000 Presenting Sponsor

As the Presenting Sponsor, you have an opportunity for to make your business shine throughout the year. Limited to one sponsor, presenting the largest food and fundraising campaign in Santa Cruz County gives your company a very high profile. The Presenting Sponsor will partner with Second Harvest in producing television ads that will run for the duration of the Holiday Food Drive campaign. The Presenting Sponsor will be the only sponsor mentioned on the television ads, and will be listed as the Presenting Sponsor on all collateral related to all food drives held throughout the year.

Presenting Sponsorship includes:

- Presenting Sponsor logo on Holiday Food Drive donation **bags** (over 80,000)
- Presenting Sponsor logo on Holiday Food Drive **posters** (500)
- Presenting Sponsor logo on **donation barrel wraps** for (1,500)
 - Holiday Food Drive
 - Summer Food Drive
 - Letter Carriers Food Drive
 - Rotary Food Drive
- Presenting Sponsor logo on Holiday Food Drive **school bags** (15,000), **school posters** (300), and **school flyers** (2,500)
- Presenting Sponsor logo on Second Harvest **website with link to your company**
- Presenting Sponsor **table at the Holiday Food Drive Kick-off Luncheon**, including an opportunity for a **two minute introduction** and **logo on event program**
- Presenting Sponsor **table and recognition at Annual Awards Dinner**
- Mention in all Holiday Food Drive **press releases**
- Presenting Sponsor logo in all Holiday Food Drive **television advertising**
- Presenting Sponsor logo in all Holiday Food Drive **print advertising**
- Highlight in **newsletters** and **annual report**
- **Right of first refusal on a table at Chefs' Dinner**, the premier dining event held on September 17, 2009, **and The Grand Ball**, a dinner and dance with live music held on June 13, 2009. Both of these events sell out early.

\$10,000 VIP Sponsor

Being a VIP Sponsor for Second Harvest's food drives held throughout the year is your opportunity to make a huge difference toward feeding hungry families.

VIP Sponsorship includes:

- VIP Sponsor logo on Holiday Food Drive donation **bags** (over 80,000)
- VIP Sponsor logo on Holiday Food Drive **posters** (500)
- VIP Sponsor logo on **donation barrel wraps** for (1,500)
 - Holiday/School Food Drive
 - Summer Food Drive
 - Letter Carriers Food Drive
 - Rotary Food Drive
- VIP Sponsor logo on Holiday Food Drive **school bags** (15,000), **school posters** (300), and **school flyers** (2,500)
- VIP Sponsor logo placement on Second Harvest **website with link to your company**
- VIP Sponsor **Table at the Holiday Food Drive Kick-off Luncheon** and **logo on event program**
- Recognition at **Annual Awards Dinner**

\$5,000 Holiday Food Drive Sponsor

Being a Holiday Food Drive Sponsor is your opportunity to make an impact by feeding hungry families during the most critical time of year.

Sponsorship for the Holiday Food Drive includes:

- Corporate logo on Holiday Food Drive donation **bags** (over 80,000)
- Corporate logo on Holiday Food Drive **posters** (500)
- Corporate logo on Holiday Food Drive **donation barrel wraps** (1,200)
- Corporate logo on Holiday Food Drive **school bags** (15,000), **school posters** (300), and **school flyers** (2,500)
- Corporate logo on Holiday Food Drive Kick-off Luncheon **program**
- Corporate logo placement on Second Harvest **website with link to your company**
- Recognition at **Annual Awards Dinner**



Corporate Partnership Agreement Form 2009 - 2010

Thank you for agreeing to be a 2009 – 2010 Corporate Sponsor of Second Harvest Food Bank. Your participation is vital to our ability to fulfill our mission of involving the community in the alleviation of hunger and malnutrition.

You have agreed to sponsor at the following level:

- \$25,000** **2009 - 2010 Presenting Sponsor**
- \$10,000** **2009 - 2010 VIP Sponsor**
- \$5,000** **2009 - 2010 Holiday Food Drive Sponsor**

Agreed to by:

Name	(Company Name)	Date
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Christine Woodard Development Director, Second Harvest Food Bank	Date
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Please sign and return a copy of this form, along with a check made payable to: Second Harvest Food Bank, 800 Ohlone Parkway, Watsonville CA 95076-7005, or fax form to (831) 722-0435. Our tax ID number 77-0326685.