



VIRTUAL

HUNGER WALK RUN 2021

MARCH 7, 2021

SPONSORSHIP OPPORTUNITIES



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HUNGER WALK RUN 2021

SPONSORSHIP BENEFITS

	Presenting	Gold	Silver	Bronze
• Representation On Hunger Walk Run T-shirts	LOGO	LOGO	NAME	NAME
• Representation On Hunger Walk Run Website	✓	✓	✓	✓
• Included In The Food Bank Newsletter	✓	✓	✓	✓
• Social Media Posts	✓	✓	✓	✓
• Recognition In Food Bank's Annual Report	✓	✓	✓	✓
• Representation In Event Collateral	✓	✓	✓	✓
• Complimentary Walk Run Registrations	✓	✓	✓	✓
• Media Exposure In 1 or More Paid Print Ads	✓	✓	✓	✓
• Inclusion During Hwr Virtual Launch Event	✓	✓	✓	✓
• Inclusion In Email To All Walk Run Participants	✓	✓	✓	✓
• Prominent Inclusion In HWR Virtual Event	✓	✓	✓	
• Company Video Inclusion In HWR Virtual Event	✓	✓		
• Inclusion In Press Release	✓	✓		
• Media Exposure Valued At \$10k W/ Radio & TV	✓	✓		
• Media Exposure Valued At \$30k W/ Radio & TV	✓			
• Dedicated Branded Email To Event Participants	✓			
• Speaking Opportunity For HWR Virtual Launch	✓			

SPONSORSHIP COMMITMENT

- Presenting (\$25,000) Gold (\$20,000)
 Silver (\$10,000) Bronze (\$6,000)

Form of Payment:

- CASH CHECK CREDIT CARD VISA MC
 AMEX DISC

Name

Card Number CVC Exp. Date

Address

Name on Account

City State Zip

Telephone Number

Email

Signature

SPONSORSHIP BENEFITS



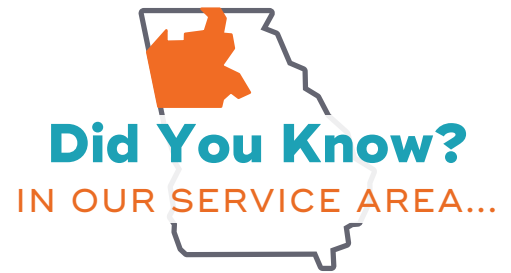
The Hunger Walk Run has become a beloved event for thousands of Georgians. For 37 years, thousands of people of various backgrounds and cultures have come together (this year, virtually!) for one cause: to end hunger in metro Atlanta and north Georgia one step at a time.

This year will be no different, although it will be a VIRTUAL event, it will be even better! We curated opportunities that are sure to highlight your support for the Atlanta Community Food Bank and this established annual event.



Print Collateral Includes:

- Event Collateral: Rack Cards (6,500+), Posters (500+)
- Food Bank Newsletter (40,000+ print)
- 5,000 t-shirts distributed to all participants.
- 495,000+ Social Media Impressions
- Website Activity yields 230,000+ page views and 82,000+ visits during event season.



1 in 4 Children
ARE FOOD INSECURE



1 in 6 People
ARE FOOD INSECURE



WITH EVERY DOLLAR DONATED,
WE CAN PROVIDE ENOUGH FOOD
FOR UP TO 4 MEALS.

To become a sponsor, please contact:

► Cameron Turner

Director of Institutional Giving
Office: 678-538-9966
Email: cameron.turner@acfb.org

► Lacie Manning

Senior Manager, Corporate Relations
Office: 678-365-4276
Email: lacie.manning@acfb.org

HungerWalkRun.org

SPONSORSHIP PACKAGES

Presenting Sponsor- \$25,000

Enough for 100,000 Meals

Brand Exposure:

- Prominent Logo on Hunger Walk Run T-shirts (5,000).
- Logo on Food Bank and Hunger Walk Run website with direct link to sponsor's webpage. Website activity yields 230,000 page views & 82,000 visits during event season.
- Logo on printed Food Bank Newsletter (40,000+).
- Recognition in Food Bank's Annual Report.
- Logo in Hunger Walk Run Event Collateral.
- Mention and sponsor quote in press release.
- Branded, dedicated email blast to all participants.
- Media exposure valued at \$30k, including a high-profile Atlanta publication and inclusion in radio, television and/or print ads.
- Logo in social media posts (495,000+ impressions), including 10 social media ad boosts.
- Company video inclusion during HWR Campaign Launch and live or pre-recorded speaking opportunity.

Event Access:

- 100 Walk/Run Registrations

Gold Sponsor- \$20,000

Enough for 80,000 Meals

Brand Exposure:

- Logo on Hunger Walk Run T-shirts (5,000).
- Logo on Food Bank and Hunger Walk Run website. Website activity yields 230,000 page views & 82,000 visits during event season.
- Logo on printed Food Bank Newsletter (40,000+).
- Recognition in Food Bank's Annual Report.
- Logo in Hunger Walk Run Event Collateral.
- Mention in press release.
- Media exposure valued at \$10k, including a high-profile Atlanta publication and inclusion in radio, television and/or print ads.
- Logo in social media posts (495,000+ impressions), including 7 social media ad boosts.
- Company video inclusion during HWR Campaign Launch.

Event Access:

- 75 Walk/Run Registrations

Silver Sponsor- \$10,000

Enough for 40,000 Meals

Brand Exposure:

- Name on Hunger Walk Run T-shirts (5,000).
- Name on Food Bank and Hunger Walk Run website. Website activity yields 230,000 page views & 82,000 visits during event season.
- Name on printed Food Bank Newsletter (40,000+).
- Recognition in Food Bank's Annual Report.
- Logo in Hunger Walk Run Event Collateral.
- Mention in press release.
- Included in email blast to all participants.
- Media exposure in one or more paid print ads.
- Name on social media posts (495,000+ impressions), including 7 social media ad boosts.
- Company logo inclusion during HWR Campaign Launch.
- Official sponsor of a virtual event supporting HWR with branding displayed and emcee recognition.

Event Access:

- 50 Walk/Run Registrations

Bronze Sponsor- \$6,000

Enough for 24,000 Meals

Brand Exposure:

- Name on Hunger Walk Run T-shirts (5,000).
- Name on Food Bank and Hunger Walk Run website. Website activity yields 230,000 page views & 82,000 visits during event season.
- Name on printed Food Bank Newsletter (40,000+).
- Recognition in Food Bank's Annual Report.
- Name on Hunger Walk Run Event Collateral.
- Included in email blast to all participants.
- Name on social media posts (495,000+ impressions), including 7 social media ad boosts.
- Media exposure in one or more paid print ads.
- Company video inclusion during HWR Campaign Launch.

Event Access:

- 25 Walk/Run Registrations