



HUNGER WALK RUN



SPONSORSHIP OPPORTUNITIES



Hunger Walk Run has become a beloved event for thousands of Georgians.

Atlanta and north Georgia—one step at a time. This year, we’ve curated opportunities that will highlight your support for the Atlanta Community Food Bank and this established annual 5k fun run event.

For 40 years, thousands of people of various backgrounds and cultures have joined together to end hunger in metro

SPONSORSHIP BENEFITS & PACKAGES

More than 5,000 participants are expected to attend Hunger Walk Run 2024. Associate your brand with an event that has been "running" for 40 years strong with built-in community connections, diverse audiences and broad local impact. We hope you will join us as we say cheers to 40 years!

Presenting Sponsor - \$40,000 | Provides 120,000 Meals

Brand Exposure & Event Access:

- Prominent logo on Hunger Walk Run t-shirts
- Logo on Food Bank and Hunger Walk Run website with direct link to sponsor’s webpage
- Logo on Hunger Walk Run event collateral
- Logo on day of event stage banners
- 20x20’ company tent provided onsite
- 100 Hunger Walk Run registrations
- 15 VIP parking passes
- 10 tickets to Champions Club Brunch
- Speaking opportunity from stage
- Recognition in Food Bank’s annual report
- Logo in printed Food Bank newsletter
- Logo in social media posts and stories
- Prominent logo placement on recruiting/coaching emails to all Hunger Walk Run participants
- Media exposure valued at \$30k, including a high-profile Atlanta publication and inclusion in radio, television, and print ads
- Professional group photo with Food Bank CEO at the event
- Mention and sponsor quote in press release

Gold Sponsor - \$25,000 | Provides 75,000 Meals

Brand Exposure & Event Access:

- Logo on Hunger Walk Run t-shirts
- Logo on Food Bank and Hunger Walk Run website
- Logo on Hunger Walk Run event collateral
- Logo on day of event stage banners
- 15x15’ company tent provided onsite
- 75 Hunger Walk Run registrations
- 10 VIP parking passes
- Logo placement in email blast to all Hunger Walk Run participants
- Professional group photo with Food Bank CEO at the event
- Logo in printed Food Bank newsletter
- Recognition in Food Bank’s annual report
- Logo in social media posts and stories
- Media exposure valued at \$10k, including an included in a high-profile Atlanta publication and inclusion in radio, television, and print ads
- Mention in press release

Silver Sponsor - \$15,000 | Provides 45,000 Meals

Brand Exposure & Event Access:

- Name on Hunger Walk Run t-shirts
- Name on Food Bank and Hunger Walk Run website
- Name on Hunger Walk Run event collateral
- Name on day of event stage banners
- 15x15' company tent provided onsite
- 50 Hunger Walk Run registrations
- 5 VIP parking passes
- Professional group photo with Food Bank CEO at the event
- Name in printed Food Bank newsletter
- Recognition in Food Bank's annual report
- Logo in social media posts and stories
- Media exposure in one or more paid print ads
- Name included in email blast to all Hunger Walk Run participants

Bronze Sponsor - \$10,000 | Provides 30,000 Meals

Brand Exposure & Event Access:

- Name on Hunger Walk Run t-shirts
- Name on Food Bank and Hunger Walk Run website
- Name on Hunger Walk Run event collateral
- 10x10' company tent provided onsite
- 25 Hunger Walk Run registrations
- 2 VIP parking passes
- Name in printed Food Bank newsletter
- Recognition in Food Bank's annual report
- Logo in social media posts and stories
- Media exposure in one or more paid print ads
- Name included in email blast to all Hunger Walk Run participants

Marketing Collateral includes:

- Brochures (20,000+), posters (3,500+) and the Food Bank Newsletter (50,000+ printed)
- 5,000 t-shirts distributed to all participants
- Stage Banners (24'x8' and 24'x4')
- Website activity yields 230,000+ pageviews and 82,000+ visits over the course of recruitment and fundraising. Active links take visitors directly to **Presenting** sponsor's page.

The **Atlanta Community Food Bank's Community Area** has team tables and provides a great place for team-building exercises and interaction.

To become a sponsor, please contact:

Alysia Pearson, Lead Event Manager
678-702-0689 or alysia.pearson@acfb.org

Mary Lee Johnson, Senior Manager, Corporate Relations
678-365-4276 or marylee.johnson@acfb.org

HUNGER WALK *RUN* 2024

CELEBRATING 40 YEARS!

SPONSORSHIP BENEFITS

	Presenting	Gold	Silver	Bronze
• Representation on Hunger Walk Run T-shirts	LOGO	LOGO	NAME	NAME
• Representation on Day of Event Stage Banners	LOGO	LOGO	NAME	NAME
• Company vendor space onsite	✓	✓	✓	✓
• Complimentary Hunger Walk Run Registrations	✓	✓	✓	✓
• Recognition in Food Bank's Annual Report	✓	✓	✓	✓
• Representation on Hunger Walk Run Website	LOGO	LOGO	NAME	NAME
• VIP Parking Passes	✓	✓	✓	✓
• Representation on Event Collateral	LOGO	LOGO	NAME	NAME
• On-Stage Check Presentation	✓	✓		
• Private Volunteer Event at Food Bank	✓	✓		
• Logo on Finisher Medal Lanyards	✓			
• Tickets to Champions Club Brunch	✓			
• Speaking Opportunity from Stage	✓			

