



# Hunger Free Holidays



## CORPORATE ENGAGEMENT OPPORTUNITIES

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### For more information, contact:

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# Hunger Free Holidays

Make the holidays hunger free for those in need.



Hunger  
Free  
Holidays



This holiday season, with your support, The Greater Boston Food Bank will provide 14 million healthy meals to the 190 cities and towns across Eastern Massachusetts.

Join us during our Hunger Free Holidays campaign this fall and support our mission to end hunger here. Your participation will help individuals and families by providing them with a healthy holiday meal to enjoy with family, friends and loved ones.

#### **Last year, the Hunger Free Holidays campaign:**

- Provided 12 million holiday meals for those in need
- Our Chain of Giving event was attended by Massachusetts government officials and our local press
- Generated more than 6.8 million media impressions
- Exceeded a social reach to more than 777,000 unique individuals

#### **Benefits of participating in the Hunger Free Holidays campaign:**

- Your participation will have a direct impact on your community by providing 14 million healthy meals
- Your company will benefit from cross promotion on our digital media channels including our website, social media, and in our monthly eNewsletter
- GBFB can offer additional brand recognition and employee engagement opportunities

## CAMPAIGN OVERVIEW





## SPONSORSHIP OPPORTUNITIES

Join us.

**To take part in these  
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## HUNGER FREE HOLIDAYS PRESENTING SPONSOR: \$75,000

HEALTHY HOLIDAY MEALS FOR 3,750 FAMILIES

From October to December, our Hunger Free Holidays campaign will engage all of the Eastern Massachusetts community towards providing 14 million healthy meals for our neighbors struggling with hunger.

As the Presenting Sponsor, you will receive prominent recognition including:

- Recognition in Hunger Free Holidays advertising\*
- Your logo in campaign emails and direct mail series
- Recognition on the Hunger Free Holidays campaign website
- Social media recognition (Facebook, Twitter, Instagram)
- Recognition at GBFB's Chain of Giving Event
  - Your logo at the Chain of Giving event (invitation, event signage)
  - Invitation for up to 10 guests
  - Event speaking role
  - Photo opportunity with Governor and Mayor\*\*
  - Co-branded giveaways
  - Press release and additional press and media coverage during the event
- Recognition as a GBFB Visionary Level Partner for Impact for one year:
  - Behind the scenes tour of GBFB
  - Dedicated employee volunteer shifts at GBFB or at one of our Mobile Market distributions (up to 50 people)
  - Listing in GBFB's Annual Report
  - Customizable press release template
  - Company logo displayed digitally at GBFB in our lobby and volunteer spaces
  - Company logo displayed on GBFB.org
  - Recognition on GBFB's social media
  - Listing in GBFB's Harvest and E-Newsletter

*\*space available*

*\*\*based on availability*



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### 14<sup>TH</sup> ANNUAL CHAIN OF GIVING SPONSOR: \$25,000 HEALTHY HOLIDAY MEALS FOR 1,250 FAMILIES

The 14th Annual Chain of Giving event is our special tradition to kick off the season of giving. As links of a chain, we will stand side by side to unload a truck of turkeys one by one, ensuring that thousands of people across Eastern Massachusetts can enjoy the tradition of a healthy holiday meal.

Attendees every year include city and state officials, local celebrities and press, making this a high-profile opportunity to showcase your commitment to our community.

- Recognition at GBFB's Chain of Giving Event
  - Your logo at the Chain of Giving event (invitation, event signage)
  - Invitation for up to 10 guests
  - Event speaking role
  - Photo opportunity with Governor and Mayor\*\*
  - Press and media coverage during the event
- Recognition as a GBFB Partner for Impact at the Champion Level for one year:
  - Dedicated employee volunteer shifts at GBFB or at one of our Mobile Market distributions
  - Listing in GBFB's Annual Report
  - Listing in GBFB's E-Newsletter
  - Company logo displayed digitally at GBFB in our lobby and volunteer spaces
  - Recognition on GBFB's social media

*\*\*based on availability*

### GIVING TUESDAY SPONSOR: \$10,000 HEALTHY HOLIDAY MEALS FOR 500 FAMILIES

Giving Tuesday, taking place December 3, 2019, harnesses the generosity of millions of people around the world to support the causes they believe in and the communities in which they live. As a Giving Tuesday sponsor, GBFB will help to boost your brand and visibility while also raising money to help us reach our goal of distributing 14 million meals during the holiday season!

- Your logo and inclusion in campaign email series to an estimated 100,000 email addresses
- Your logo on GBFB's Giving Tuesday campaign webpage
- Social media recognition as Giving Tuesday Sponsor (Facebook, Twitter, Instagram)
- Recognition in our Giving Tuesday advertising\*
- Invitation for 2 to GBFB's annual Chain of Giving event
- Dedicated volunteer shift in our warehouse during the campaign period (maximum of 50 volunteers)

*\*space available*

### MATCHING GIFT SPONSOR: \$5,000 (Limited availability) HEALTHY HOLIDAY MEALS FOR 250 FAMILIES

- Direct promotion of your company's support of Hunger Free Holidays during your designated matching period in addition to a week's worth of web and social media recognition on our social media platforms
- Dedicated volunteer shift in our warehouse during the campaign period (maximum of 50 volunteers)



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## ADDITIONAL WAYS TO GET INVOLVED

**Run a Company-Wide Promotion:** Create a personalized promotion that works for your company. For example, ask customers to donate to The Greater Boston Food Bank (GBFB) at checkout or donate all or a percent of total sales for a given day, week, or month.

**Run an Internal Fundraising Campaign:** Gather your colleagues, set a goal, and solicit donations from friends, family, and other co-workers. GBFB will provide you with all the materials that you need to make your campaign a success, including a fundraising toolkit. Your fundraising campaign can last a day, a week or the entire campaign – it's up to you.

You can **DOUBLE** your impact by matching all (or part) of donations made by your employees. GBFB will provide:

- A personalized fundraising website where participants can learn more and make direct donations to support your fundraiser
- A toolkit with helpful tips to ensure fundraising success

**Host a Corporate Event:** Plan a fun and engaging gathering for your colleagues, such as a potluck or a game night. Charge admission and donate all proceeds to GBFB. GBFB will ensure the success of your fundraising event by:

- Providing marketing materials
- Sharing best practices for event fundraising

Some event ideas include:

- Jeans Day
- Raffle
- Pot Luck Competition
- Game Night
- Cocktail Hour

