



# FALL FESTIVAL

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# SPONSORSHIP

# EVENT OVERVIEW



Our 2023 Fall Festival will be a celebration of ExtraFood's 10 year anniversary, our food rescue work in the Bay Area, and a fundraising event to support the expansion of ExtraFood's meal-making and gleaning work. Your sponsorship will support and strengthen the food safety net for 20,000+ vulnerable people and build a permanent model for food waste prevention in our community.

## Details

Date Sunday, October 8th

Time 2:30pm – 5pm

Place Marin Country Mart, Larkspur, CA

Program Recognition awards, keynote speakers,  
Board President presentation, and silent auction

Food, wine, live music, cheese tasting, giveaways, and more!



**Contact: Amber Driscoll**

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415-997-9830 x5

# SPONSORSHIP LEVELS



We are pleased to offer multiple sponsorship opportunities for our 10 year Anniversary Fall Festival. Each level includes a number of brand exposure and recognition benefits that can be customized to fit your preferences. Your sponsorship will demonstrate a commitment to helping vulnerable people in our community and fighting climate change.

## PLATINUM < \$10K >

- Premier sponsor with maximum exposure of your brand
- Sponsor mention on radio ad and interview
- Large exclusive event signage dedicated to only your logo
- Large logo on all pre-event materials including Invitations, mailers, and digital promotion
- Blog post announcing sponsorship
- Exclusive category sponsor
- Event speaking opportunity and thank you on mic
- Logo featured on table centerpiece
- ***All benefits from below levels***

## GOLD < \$5K >

- Logo on all event signage including banners & posterboards
- Logo on large welcome banner at entrance
- Exclusive social media post as featured sponsor
- Exclusive sponsor story in one monthly newsletter
- Listed as sponsor in press release announcing event
- Logo in August, September & October email newsletters
- 20 event tickets with reserved seating and premium wine
- Thank you mention on mic during program

# SPONSORSHIP LEVELS



## SILVER < \$2.5K >

- Logo on event handouts & sponsorship signage
- Logo on all web-based promotion including website, emails, invitation, and social media posts
- Curated day of service with ExtraFood volunteers rescuing food
- Recognition on post-event emails to our entire mailing list
- Opportunity for event hand-outs with logo placement
- 10 event tickets

## BRONZE < \$1K >

- Logo on event handouts & sponsorship signage
- Logo on all web-based promotion including website, emails, invitation, and social media posts
- Event giveaways & thank you gifts
- 5 event tickets



# SPONSOR BENEFITS



Your sponsorship will include brand exposure and philanthropic recognition in many valuable places including ExtraFood's website, email newsletters, event emails, social media posts, direct mail piece to over 20,000 Bay Area homes, local publication ads and articles, and on-site event signage.

## EVENT ATTENDANCE

Our 10 year anniversary celebration will include as many as 400 in attendance and feature keynote speakers and community leaders.

## DIRECT MAIL

ExtraFood will mail a save the date and an event invitation to over 20,000 Bay Area homes in Sonoma, Marin and San Francisco.

## WEBSITE EXPOSURE

ExtraFood will feature a story about your sponsorship and display your logo on our website homepage for 3 months, and feature your logo as a premier sponsor on "Our Supporters" page for one year.

## NEWSLETTER EXPOSURE

You will be featured in 3 monthly newsletters sent to over 4,000 local Bay Area subscribers.

## SOCIAL MEDIA

ExtraFood has a robust social media following and high engagement.

3,150+ Facebook followers

1,135 Instagram followers

715 Twitter followers

404 LinkedIn followers

1M Facebook impressions in 2022

3K LinkedIn impressions in 2022



Silver Partners \$5K-\$10K



Wealth Management BiOMARIN

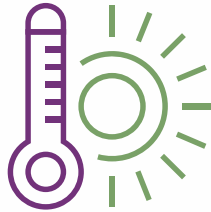




# FOOD RESCUE



of all food is  
wasted



Wasted food  
is a main cause of  
the climate crisis



1 in 5 people in Marin  
and 1 in 4 people in  
San Francisco are  
food-insecure

## ExtraFood and Food Runners Create Triple Impact

### On Hunger in the Bay Area:

We rescue over 20,000 meals in San Francisco every week and deliver them to people facing food insecurity. We serve over 10,000 people in the North Bay with fresh, healthy food.

### On the Climate Crisis:

We have prevented thousands of pounds of methane from warming the planet, because food waste is a main cause of the climate crisis

### On Systemic Change:

We are permanently transforming our food system – from wasting food to donating it

[ExtraFood.org](https://ExtraFood.org)



*FOOD RUNNERS*

