



# Sponsorship

Empty Bowls is Channel One's signature, to-go fundraiser. We are excited to invite you to partner with us this year as a sponsor of the 22nd anniversary of this important event.

Join us and share in the awareness and marketing benefits associated with supporting this vital community resource that provides more than 18.9 million pounds of food across southeast Minnesota and western Wisconsin.

## 22nd Annual Empty Bowls

As part of this to-go style event, participants will enjoy gourmet soups and bread from local restaurants as well as hand-painted bowls serving as a reminder of those who may not know where their next meal will come from. Last year's to-go style event was a huge success, raising over \$100,000. This success is a testament to the loyalty of our attendees and, of course, supporters like you.

This event remains a crucial part of Channel One's work to increase food security for our friends and neighbors. Data shows 1 in 5 Minnesota households can't afford the food they need. Approximately 26% of households with children are food insecure. 18% of households rely on the emergency food system. 40% of households of color are food insecure.

As Channel One continues to navigate the increased need for food support in our region, we are grateful to have supporters so invested in the mission and values we uphold. We cannot do this important work alone and hope that you will consider investing in the health and stability of our region.

**Event:** 22nd Annual Empty Bowls Fundraising Event

**Date:** October 2026

**Location:** "To-Go" Style Event at Pinnacle Catering Facility

**Attendance:** Estimated 1,000+ people throughout the event



**Jessica Sund**  
Development and Communications Director  
507-424-1729  
[jessicasund@channel-one.org](mailto:jessicasund@channel-one.org)



# Sponsorship Opportunities

We ask that you consider participating in the 22nd Annual Empty Bowls by sponsoring this important event. Please look over our sponsorship levels, and make an investment to help end hunger at any level that is meaningful to you.

## Diamond Sponsor - \$10,000

- Priority logo placement on event materials, event signage, and website
- Recognition and logo placement in Channel One e-news
- Recognition and logo placement in Channel One newsletter
- Recognition and logo placement in Empty Bowls digital advertising
- Four (4) correlative tagged social media postings
- Twenty (20) bowls of soup and handpainted bowls delivered to your organization

## Platinum Sponsor - \$5,000

- Priority logo placement on event materials, event signage, and website
- Recognition and logo placement in Channel One e-news
- Recognition and logo placement in Channel One newsletter
- Four (4) correlative tagged social media postings
- Ten (10) bowls of soup and handpainted bowls delivered to your organization

## Gold Sponsor - \$2,500

- Logo placement on event materials, event signage, and website
- Recognition and logo placement in Channel One e-news
- Two (2) correlative tagged social media postings
- Ten (10) bowls of soup and handpainted bowls delivered to your organization

## Silver Sponsor - \$1,000

- Logo placement on event materials, event signage, and website
- Recognition and logo placement in Channel One e-news
- One (1) correlative tagged social media posting
- Five (5) bowls of soup and handpainted bowls available for your organization to be picked up.

## Bronze Sponsor - \$500

- Logo placement on event materials, event signage, and website
- Recognition and logo placement in Channel One e-news

	Bronze	Silver	Gold	Platinum	Diamond
Digital advertising (80,000 impressions)					●
Print newsletter (more than 6,800 reached)				●	●
Priority logo placement				●	●
Soup delivery			●	●	●
Social media posting		●	●	●	●
E-news recognition (more than 2,500 reached)	●	●	●	●	●
Logo placement	●	●	●	●	●



# Sponsorship Agreement

Please return the following form to Jessica Sund at [jessicasund@channel-one.org](mailto:jessicasund@channel-one.org) or mail to: 131 35th Street SE, Rochester, MN 55904

To ensure full recognition, agreements and logos must be received by **September 5, 2026**.

Yes, I would like to sponsor Channel One Regional Food Bank's signature event, Empty Bowls, at a:

- \$10,000 Diamond Level
- \$5,000 Platinum Level
- \$2,500 Gold Level
- \$1,000 Silver Level
- \$500 Bronze Level

Organization / recognition name \_\_\_\_\_

Contact name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

- Please invoice me for my 2026 Empty Bowls sponsorship
- A check is enclosed for my 2026 Empty Bowls sponsorship
- Please charge my credit card for my 2026 Empty Bowls sponsorship

Credit card number \_\_\_\_\_ Exp date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Thank you for your commitment to help realize Channel One's vision that every community in our region is food secure!**