



Empty Bowls Sponsorship

Empty Bowls To-Go 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 20th 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 11 million pounds of food across southeast Minnesota and western Wisconsin.

20th Annual Empty Bowls To-Go

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 \$91,000. 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. USDA data from 2022 is sobering, showing that 1 in 7 people, including 1 in 5 children, in the U.S. live in food insecure households. This is an increase of more than 30% and 40% respectively from the previous year, the highest rate and number since 2014 and the largest one-year increase since 2008.

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:	20th Annual Empty Bowls To-Go Fundraising Event
Date:	October 2024 (dates TBD)
Location:	"To-Go" Style Event at Pinnacle Catering Facility
Attendance:	Estimated 1,000+ people throughout the event





Empty Bowls To-Go Sponsorship Opportunities

We ask that you consider participating in the 20th Annual Empty Bowls To-Go 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 (distributed to more than 3,100 people)
- Recognition and logo placement in Channel One newsletter (distributed to more than 6,800 people)
- Recognition and logo placement in Empty Bowls digital advertising (80,000 impressions)
- 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 (distributed to more than 3,100 people)
- Recognition and logo placement in Channel One newsletter (distributed to more than 6,800 people)
- 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 (distributed to more than 3,100 people)
- 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 (distributed to more than 3,100 people)
- 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 (distributed to more than 3,100 people)

	Bronze	Silver	Gold	Platinum	Diamond
Digital advertising (80,000 impressions)					●
Print newsletter recognition (more than 6,800 reached)				●	●
Priority logo placement				●	●
Soup delivery			●	●	●
Social media posting		●	●	●	●
E-news recognition (more than 3,100 reached)	●	●	●	●	●
Logo placement	●	●	●	●	●



Sponsorship Agreement

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

Yes, I would like to sponsor Channel One Regional Food Bank's signature event, Empty Bowls To-Go, 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 2024 Empty Bowls To-Go sponsorship

☐ A check is enclosed for my 2024 Empty Bowls To-Go sponsorship

☐ Please charge my credit card for my 2024 Empty Bowls To-Go 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!**