

# THE *soirée* AN EVENT TO FIGHT HUNGER

SUNDAY, JUNE 10, 2018 | 3:30-7:00P

THE GARY AQUATORIUM IN MARQUETTE PARK

Join the Food Bank of Northwest Indiana and a gathering of local chefs, restaurants, breweries, and entertainers, committed to fighting hunger in Northwest Indiana at The Soirée, an event to fight hunger in our community. Held at the historic Gary Aquatorium in Marquette Park, this signature event is an opportunity to enjoy some of the best tastes, sights, and sounds from around the Region.

Sponsoring The Soirée is a great way to fight hunger in our community by partnering with the largest hunger-relief organization in Northwest Indiana. It also provides a number of cause-related marketing opportunities. As a sponsor you can have a direct impact on the Region, while continuing to grow your company's visibility and connect with even more local, community-minded individuals and businesses.

Hunger exists in every community across the Region, and we want to ensure that all of our neighbors have enough to eat. Proceeds from the event will support hunger-relief programs and services for individuals and families in need across Lake and Porter counties.

We hope you will help lead the fight against hunger by becoming a sponsor of The Soirée. Together, we can make an incredible difference in the lives of our hungry neighbors, and build a stronger, healthier community for everyone.



CONTACT RILEY EGAN

EVENTS & OUTREACH ASSOCIATE

219.293.8307 x 213 (direct) | 708.595.1642 (cell)

[regan@foodbanknwi.org](mailto:regan@foodbanknwi.org)

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MENU OF

*opportunities*



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# THE *soirée* AN EVENT TO FIGHT HUNGER

## PRESENTING SPONSORSHIP

### NAME YOUR PRICE (ABOVE \$7,500. THIS IS FOR CHARITY, AFTER ALL)

- » 25 complimentary tickets to The Soirée
- » Recognized in all event-related marketing efforts as “Presented By (your company name)”
- » Recognized as Presenting Sponsor by name/logo in all press releases, digital ads, social media, and other event promotions
- » Spotlight placement on Food Bank of Northwest Indiana website as Presenting Sponsor
- » Recognized as Presenting Sponsor with company name/logo and link to company page on all event pages
- » Recognized as Presenting Sponsor with company name/logo on formal invitations to be mailed to 500+ Food Bank constituents and emailed to 2,000+ Food Bank constituents
- » Recognized as Presenting Sponsor and mentioned in all event-related social media posts to the entire Food Bank of Northwest Indiana audience (approx. 5,200), including promoted ads
- » Recognized as Presenting Sponsor with company name/logo in pre and post-event coverage in Food Bank newsletter to 30,000+ direct mail constituents across Northwest Indiana
- » Recognized as Presenting Sponsor with company name/logo on all event signage and day-of event materials
- » Recognized as Presenting Sponsor with company name/logo in a post-event thank you ad and press release
- » Recognized in the Food Bank of Northwest Indiana Annual Report
- » Opportunity to include company materials in mystery bags purchased as a day-of fundraiser
- » Receive VIP admission to preview the silent auction and food and beverage offerings 60 minutes prior to general public admission
- » Receive complimentary display space at the event
- » Opportunity to welcome and thank guests, and receive recognition on stage during the event

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# THE *soirée* AN EVENT TO FIGHT HUNGER

## PLATINUM SPONSORSHIP \$5,000

- » 20 complimentary tickets to The Soirée
- » Recognized by name/logo in all press releases, digital ads, social media, and other event promotions
- » Spotlight placement of company name/logo on Food Bank of Northwest Indiana website
- » Recognized with company name/logo and link to company page on all event pages
- » Recognized by name/logo on formal invitations to be mailed to 500+ Food Bank constituents and emailed to 2,000+ Food Bank constituents
- » Recognized by name/logo and company mention in at least 2 event-related social media posts to the entire Food Bank of Northwest Indiana audience (approx. 5,200), including promoted ads
- » Recognized by name/logo in pre and post-event coverage in Food Bank newsletter to 30,000+ direct mail constituents across Northwest Indiana
- » Recognized by name/logo on all event signage and day-of event materials
- » Recognized by name/logo in a post-event thank you ad and press release
- » Recognized in the Food Bank of Northwest Indiana Annual Report
- » Opportunity to include company materials in mystery bags purchased as a day-of fundraiser
- » Receive VIP admission to preview the silent auction and food and beverage offerings 60 minutes prior to general public admission
- » Receive complimentary display space at the event

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# THE *soirée* AN EVENT TO FIGHT HUNGER

## GOLD SPONSORSHIP \$2,500

- » 10 complimentary tickets to The Soirée
- » Recognized by name/logo in all press releases, digital ads, social media, and other event promotions
- » Spotlight placement of company name/logo on Food Bank of Northwest Indiana website
- » Recognized by name/logo on all event pages
- » Recognized by name/logo and company mention in at least 1 event-related social media post to the entire Food Bank of Northwest Indiana audience (approx. 5,200)
- » Recognized by name/logo in pre and post-event coverage in Food Bank newsletter to 30,000+ direct mail constituents across Northwest Indiana
- » Recognized by name/logo on all event signage and day-of event materials
- » Recognized by name/logo in a post-event thank you ad and press release
- » Recognized in the Food Bank of Northwest Indiana Annual Report
- » Opportunity to include company materials in mystery bags purchased as a day-of fundraiser
- » Receive VIP admission to preview the silent auction and food and beverage offerings 60 minutes prior to general public admission

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# THE *soirée* AN EVENT TO FIGHT HUNGER

## SILVER SPONSORSHIP \$1,000

- » 10 complimentary tickets to The Soirée
- » Recognized by name on digital ads, social media, and other event promotions
- » Recognized by name on all event pages
- » Recognized by name in pre and post-event coverage in Food Bank newsletter to 30,000+ direct mail constituents across Northwest Indiana
- » Recognized by name in event program
- » Recognized by name in a post-event thank you ad
- » Recognized in the Food Bank of Northwest Indiana Annual Report
- » Opportunity to include company materials in mystery bags purchased as a day-of fundraiser

## BRONZE SPONSORSHIP \$500

- » 5 complimentary tickets to The Soirée
- » Recognized by name on all event pages
- » Recognized by name in event program
- » Recognized by name in a post-event thank you ad
- » Recognized in the Food Bank of Northwest Indiana Annual Report

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## SPONSORSHIP COMMITMENT FORM

Please complete and return this form to Riley Egan (contact information below) by May 15, 2018 to secure your sponsorship and ensure all listed benefits are received.

I want to sponsor the Soirée at the following level:

- |  |         |                                   |         |
|--|---------|-----------------------------------|---------|
| <input type="checkbox"/> Presenting  | \$_____ | <input type="checkbox"/> Platinum | \$5,000 |
| <input type="checkbox"/> Gold  | \$2,500 | <input type="checkbox"/> Silver   | \$1,000 |
| <input type="checkbox"/> Bronze  | \$500   |                                   |         |
| <input type="checkbox"/> I am unable to attend, but please accept my donation of \$_____ |         |                                   |         |

Company Name (as it should appear in event materials) \_\_\_\_\_

Name of Company Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### METHOD OF PAYMENT

- Check enclosed (Payable to the Food Bank of Northwest Indiana, 2248 W 35th Ave., Gary, IN 46408)
- Charge my credit card (circle one)    Visa    Mastercard    AMEX    Discover

Name on card \_\_\_\_\_

Card number \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV (security code) \_\_\_\_\_

Billing Address (if different from the one provided)  
\_\_\_\_\_  
\_\_\_\_\_

PLEASE NOTE: Sponsorships at the Silver Level and above include company logo recognition. Please email a high-res file of your company logo to [regan@foodbanknwi.org](mailto:regan@foodbanknwi.org) by May 15 to be included.

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