

Oregon Food Bank

2022 Sponsorship Opportunities



Table of Contents

Oregon Food Bank Mission and Vision	3
Overview and Impact, and Contact Info.....	4

Year-Round Opportunities

Semi Trailer Wraps.....	5-6
Support Volunteerism.....	7
Free Food Market.....	8
Garden Sponsorships.....	9
Double Up Food Bucks.....	10

Annual Events

Equity Institute.....	11-12
Hunger Action Month.....	13

Event Series

Allies for Equity Summit.....	14
Virtual Community Briefings.....	15
Cooking Classes with Feed the Mass.....	16-17

Additional Information

More Ways to Support Oregon Food Bank.....	17
--	----



Our mission

To eliminate hunger and its root causes... *because no one should be hungry*. We cannot eliminate hunger without eliminating the root causes of hunger. That's why we work across systems to achieve our mission, and why we center racial and social justice in everything we do.

Our vision

We envision resilient communities throughout Oregon and Southwest Washington that never go hungry.

Your support will help bring Oregon Food Bank's vision to life.

We believe food is a basic human right. We envision resilient communities throughout Oregon and Southwest Washington that never go hungry.

To achieve this bold vision, Oregon Food Bank will build *community connections* to help people access nutritious food today, and we will build *community power* to eliminate the root causes of hunger, for good.

We are building:

- **A new leadership.** People who have experienced hunger are the experts on hunger. People who have experienced hunger will be advocates, organizers, food bank staff and volunteers.
- **A new story.** We will spread a new, true story of hunger. Hunger is not primarily the result of personal choices; instead, it is rooted in systems that deny opportunity and provide insufficient safety nets.
- **A new bounty.** Nutritious, locally grown food is abundant in the Pacific Northwest. We will rally all food industry folks as partners in ensuring that this bounty flows through the food assistance system.
- **A new local focus.** We will honor local expertise. The best ideas for community prosperity are developed by and with local representative leadership.
- **A new health partnership.** We will intertwine food assistance and health care systems, recognizing that nutrition is key to life-long health.
- **A new wave.** We will build a movement. More than a million people in Oregon and Southwest Washington experience hunger or volunteer at a food assistance program; together, we are powerful beyond measure.

Overview and Impact

The fight against hunger is the fight for our most basic human rights. Hunger is more than the result of not having enough food. It's a symptom of deeply rooted inequities in our community – a consequence of the disparate distribution of income, power and represented voice that most often leaves behind BIPOC (Black, Indigenous, People of Color) communities; immigrants and refugees; transgender and gender nonconforming people; and single parents and caregivers.

At Oregon Food Bank, we know hunger is a problem we can solve. That's why we take a comprehensive approach to ending hunger: by building community connections to help people access nutritious, affordable food today, and building community power that will eliminate the root causes of hunger for good.

A sponsorship with Oregon Food Bank is an effective way to publicize your commitment to hunger-free communities. Oregon Food Bank's brand is respected and well-known in the region. We have over 120,000 subscribers to our e-newsletter, over 25,000 Facebook followers and approximately 13,500 monthly visitors to our website

Ending hunger will take all of us. Community-wide problems require community-wide action – and when we share prosperity, we all benefit. Join us in creating a stronger, more equitable future for all people in Oregon and SW Washington.

Please contact the **Corporate and Community Relations Team** to begin a conversation about sponsoring Oregon Food Bank: communitygiving@oregonfoodbank.org.



All prospective sponsors are subject to review by Oregon Food Bank's staff to determine if a sponsorship may pose any risk to our mission, clients, work or values. We reserve the right to decline funding and to decline offering any sponsorship benefit.

Semi Trailer Wrap

Are you looking for a way to support Oregon Food Bank and promote your company's name across our region? Consider a 3-year partnership that allows you to advertise your company's name on an Oregon Food Bank statewide or local delivery trailer.

Statewide Semi Trailer Wrap (9 opportunities available)

Oregon Food Bank's statewide trucks deliver nutritious, culturally appropriate foods to communities across Oregon and Southwest Washington. We deliver services to more than 860,000 people each year – and even more in times of crisis.

\$80,000 for 3-year sponsorship of one trailer
(can be paid in \$26,666/year installments)

- ✓ On each large side panel of a long-haul 48' trailer, your company's logo will be displayed in white for maximum visibility on the green background, along with the message, "Committed to ending hunger for good."
- ✓ Your logo will be featured on the back of the trailer
- ✓ Statewide trailers average 5,000 miles/month across Oregon and Southwest Washington (highway and in-town driving). The average Statewide truck passes through nearly 6 counties per day (25-30 counties per week)
- ✓ Statewide trucks are on the road 5 days a week, and average 1.5-2 stops per day



Metro Delivery Semi Trailer Wrap (14 opportunities available)

Your support will help deliver food to communities in the Metro Portland area. Of the food that is delivered by Oregon Food Bank, 31% is fruits and vegetables!

\$60,000 for 3-year sponsorship of one truck (can be paid in \$20,000/year installments)

- ✓ Opportunities available for trucks delivering in Multnomah, Clackamas and Washington Counties
- ✓ This trailer wrap includes logo space on the truck's right back panels and rear door, allowing for high visibility
- ✓ Local delivery trucks average 1,000 miles/month
- ✓ Highly visible throughout the Portland-metro area due to traffic density
- ✓ Metro trucks are on the road 5 days a week and average 5 stops per day



Support Volunteerism

Volunteers are the lifeblood of Oregon Food Bank, from repacking food to maintaining our learning gardens to organizing community members in support of public policies that address hunger. In the words of one volunteer, “Volunteering regularly at the food bank has uplifted me in ways that I could not have imagined. Everyone is so fun and passionate and really believes in the mission of Oregon Food Bank. Your team is truly amazing!”

Volunteer Action Center CHAMPION

\$10,000 for one month, sponsoring both locations

- Logo and name included on Volunteer page of Oregon Food Bank’s website as a sponsor
- Mention on Oregon Food Bank’s Volunteer Facebook page during the month
- Mention on Twitter, Facebook and LinkedIn during the month
- Recognition on the TV screen in the OFB 33rd lobby



Free Food Market SPONSOR (multiple opportunities)

Free Food Markets are Oregon Food Bank's open-air food distributions, providing fresh produce and pantry staples to all community members regardless of income level. These are designed to be low-barrier distributions for people to choose the nutritious building blocks they need to create healthy, culturally appropriate meals for themselves and their families.

\$20,000 for three-month sponsorship

- o Logo and name included on Oregon Food Bank website program page as supporter, for three months
- o Mention in e-newsletter story *or* logo and blurb in quarterly print newsletter
- o Twitter, Facebook or LinkedIn post recognizing your company's support



\$7,500 for two-month sponsorship

- o Logo and name included on Oregon Food Bank website program page as supporter, for two months
- o Twitter, Facebook or LinkedIn post recognizing your company's support

\$500 for one-time social media sponsorship

- o Twitter, Facebook or LinkedIn post recognizing your company's support

Garden Sponsorships

Oregon Food Bank's garden spaces in NE Portland and Beaverton are leveraged to provide access to culturally specific produce and agricultural projects that strengthen the food system for BIPOC, immigrant and refugee communities.

Oregon Food Bank works in partnership with [Mudbone Grown](#), a Black-owned small farm business that grows produce for markets and runs agricultural training programs for BIPOC and veteran communities.



Your Garden Sponsorship will support both Oregon Food Bank and Mudbone Grown. In the future, with public health guidelines and garden schedules permitting, sponsorships will offer in-person benefits in the garden.

Garden Champion

\$10,000 for one month (\$5,000 to Oregon Food Bank and \$5,000 to Mudbone Grown)

- o Logo and name featured as a sponsor in the Garden E-Newsletter
- o Logo and name featured as a sponsor on the Garden Programs page on Oregon Food Bank's website
- o Personalized thank you video for your organization
- o Signage in the garden featuring your organization's name for one month
- o One dedicated garden volunteer shift

Garden Advocate

\$3,500 for two weeks (\$1,750 to Oregon Food Bank and \$1,750 to Mudbone Grown)

- o Logo and name featured as a sponsor on the Garden Programs page on OFB's website
- o Logo and name featured as a sponsor in the Garden E-Newsletter
- o Signage in the garden featuring your organization's name for one season

Garden Supporter

\$500 for one week (\$250 to Oregon Food Bank and \$250 to Mudbone Grown)

- o Signage in the garden featuring your organization's name for one week

Double Up Food Bucks

Double Up Food Bucks (DUFB) is a program that matches Supplemental Nutrition Assistance Program (SNAP, formerly known as food stamps) benefits to enable participants to purchase more fruits and vegetables. SNAP shoppers will receive a matching credit for every dollar spent on eligible produce at participating retailers, up to \$10 per visit. This is a triple-win program that reduces hunger, supports farmers and the local economy and promotes public health.

DUFB is offered at a continually expanding number of farmers markets, Community Supported Agriculture shares (CSAs) and grocery stores throughout Oregon. Oregon Food Bank runs the grocery retailer part of the program, while the Farmers Market Fund runs the farmers market part.

Your sponsorship will support this important program that provides SNAP shoppers with more money to purchase fresh fruits and vegetables.

Double Up Food Bucks Champion

\$10,000

- o Logo and name included on Oregon Food Bank website program page as supporter, for two months
- o Twitter, Facebook or LinkedIn post recognizing your company's support
- o Feature in e-newsletter story
- o Opportunity for you and your colleagues to meet with Oregon Food Bank staff member to learn more about DUFB (virtual meetings until further notice)

Double Up Food Bucks Advocate

\$5,000

- o Logo and name included on Oregon Food Bank website program page as supporter, for one month
- o Twitter, Facebook or LinkedIn post recognizing your company's support
- o Opportunity for you and your colleagues to meet with Oregon Food Bank staff member to learn more about DUFB (virtual meetings until further notice)



"It has made healthy organic foods more accessible to me." - DUFB shopper in Astoria

Oregon Food Bank Equity Institute

Oregon Food Bank's Equity Institute is designed to equip the community with knowledge of how the root causes of hunger intersect with equity and systemic oppression.

In 2022, OFB's 3rd annual Equity Institute will take place Monday, September 26th through Friday, September 30th via Zoom. The 30-hour immersive training offers 5 interactive sessions, 6 hours per session to equip participants with the knowledge, skills and tools to advance equity at individual and institutional levels.

The price is \$2,000 per ticket. The price is based on the time investment of 15-20 Oregon Food Bank employees and subject content for the Institute with an anticipated 50 - 100 participants. Oregon Food Bank employees include **Equity Ambassadors**, Equity, People Culture, and Administration (EPCA) staff, and Equity practitioners cross-departmentally. All proceeds will strengthen Oregon Food Bank's EPCA Department to fund equity initiatives, sustain the Equity Institute and compensate external subject matter educators.

Expected outcomes include:

- Create a learning community on aspects of identity, equity and systemic oppression;
- Promote common language around culture, identity, equity and intersectionality;
- Discover and identify the cultural and personal impact of the social construction of race, racism, gender, sexual orientation, sexism, heterosexism, cis-sexism and settler colonialism;
- Exploration of application and implementation of equity at the institutional level;
- Discover and create a personal and organizational journey for intersectional ally work to eliminate hunger and its root causes.

Expected sponsorship impressions:

- o Over 25,000 followers on Oregon Food Bank's Facebook page
- o Approximately 120,000 subscribers to OFB's e-newsletter
- o Approximately 13,500 monthly visitors to OFB's website
- o Recognition before, during and after the event to 100 participants



Quote from participant:
This institute was transformative... I consider it a gift to have been able to participate.

Presenting Sponsor (exclusive to 5 sponsors)

\$16,000 per sponsor

- ✓ Your company's name and link listed prominently in OFB's Events page posting
- ✓ Cover the attendance fee for 2 participants who are members of OFB's priority constituencies
- ✓ Name and link in social media posts
- ✓ Name and link in event invitations emailed to OFB supporters
- ✓ Name and link in communications emailed to participants
- ✓ Option to include your company's materials in mailings to participants
- ✓ Recognition during the event

Supporting Sponsor (multiple opportunities)

\$8,000 per sponsor

- ✓ Your company's name and link listed in OFB's Events page posting
- ✓ Cover the attendance fee for 1 participant who is a member of OFB's priority constituencies
- ✓ Name and link in social media posts
- ✓ Recognition during the event

\$4,000 per sponsor

- ✓ Your company's name and link listed in OFB's Events page posting
- ✓ Name and link in social media posts
- ✓ Recognition during the event

\$2,000 per sponsor

- ✓ Your company's name and link listed in OFB's Events page posting
- ✓ Name and link in social media posts
- ✓ Recognition during the event

Though hunger can impact anyone, it disproportionately impacts immigrant and refugee communities; Black, Indigenous and all People of Color; single parents and caregivers; and transgender and gender non-conforming people, that is why we are honored to announced that for for the 2022 Equity Institute we are offering additional sponsorship opportunities for our QT-BIPOC-led organizations. **Inquiries can be sent to communitygiving@oregonfoodbank.org**

Hunger Action Month

Each September, Oregon Food Bank along with over 200 Feeding America-affiliated food banks nationwide come together to support Hunger Action Month and encourage individuals, businesses and elected officials to take action to eliminate hunger.

State of Hunger Address:

At our annual State of Hunger Address we will share with our Community the impacts of our collective work to end hunger and its root causes. Our CEO, Susannah Morgan, and other leaders will illustrate the work we are doing with the Oregon Food Bank Network and our broader community to ensure that food is available to all who need it, as well as work to prevent hunger from happening. Our speakers will also give our attendees a look at the work that is to come and our vision to build resilient communities that never go hungry.

Presenting Sponsor (EXCLUSIVE opportunity)

As the Presenting Sponsor, your company will lead the way in uniting our community to take action to eliminate hunger.

\$40,000 donation

- o Logo and your company's website link on Oregon Food Bank website recognizing company as the Presenting Sponsor
- o Hunger Action Month Facebook post containing your company's name
- o Recognition in quarterly newsletter as Hunger Action Month sponsor
- o Participate in an event during the month, with logo on signage and opportunity to display your company's branded materials (virtual slides and visuals in 2021)
- o Opportunity for your company's name to be featured in content with a media partner



Allies for Equity Summit

Allies for Equity Summit is a twice annual Anti-Poverty roundtable discussion with Oregon Food Bank CEO, Susannah Morgan, and other community leaders who are focused on efforts that are addressing poverty and equity, thus helping to eliminate hunger and its root causes. This event will bring together equity experts in the housing, employment, disability, health services and advocacy spaces. This will also be a call to action for the community to assist our most vulnerable populations.

Sponsors will receive recognition before, during and after the event and will potentially reach:

- o 20,000+ community members invited to the summit
- o 100+ attendees per summit

Sponsorship levels include:

- **\$25,000 - Presenting Sponsor**
- **\$10,000 – Supporting Sponsor**
- **\$5,000 - Enrichment Sponsor**
- **\$2,500 - Community Sponsor**
- **\$1,500 - Advocate Sponsor**

All levels of sponsorship will receive recognition before, during and after the event as well as receive brand recognition on the event materials including: website event page, newsletters, event communications, event mailings and social media. Sponsors giving \$5,000 and above will receive a special recognition and appreciation of their contribution beyond what has been listed.

Return on investment includes:

- Have access to OFB's 25,000+ followers on Facebook and 7,200 followers on Instagram.
- See firsthand the impact your support makes
- Experience community educational programming
- Access and provide resource tools to help our community thrive and achieve transformational change
- Empower and support local businesses and grassroots organizations focused on ending hunger and its root causes
- Celebrate equity and justice and inspire others to get involved
- Promote your brand and build a larger network of partners with aligned goals
- Engage in thoughtful discussions on educational topics facing our community
- Give back to the community

Virtual Community Briefings

Oregon Food Bank hosts a series of Community Briefings throughout the year. Briefings are an opportunity for our community to learn about the programs and initiatives that Oregon Food Bank is leveraging with our partners across Oregon and SW Washington to eliminate hunger and its root causes. . Each briefing is focused on an aspect of Oregon Food Bank's programs, and features Oregon Food Bank staff members and our partners who speak about their work, with an opportunity for interactive Q&A. In 2022, we plan to hold at least four hour-long virtual briefings.

Feedback from virtual community briefing attendees:

- "It was wonderful and very informative."
- "It was great to hear about the Legislative Agenda today, very inspiring!"
- "I was very happy with the virtual briefing and like that OFB is supporting a diverse number of communities."

Sponsors will receive recognition before, during and after the event and will potentially reach:

- o 20,000+ donors invited to briefing
- o 60-100 attendees per briefing



Virtual Event Sponsor (exclusive to one sponsor per briefing)

\$5,000 for presenting sponsorship for one briefing

- Sponsor logo acknowledgement and name in all email invitations
- Spoken acknowledgment of sponsor by Oregon Food Bank staff at the beginning and end of event
- Opportunity for a representative at your organization to speak for 1-3 minutes at the start of the event
- Logo in visual aids during the event, such as slides
- Logo and name in follow up and thank you emails
- Social media tags during the event

\$1,000 for sponsorship of one briefing

- Sponsor logo acknowledgment and name in all email invitations
- Spoken acknowledgment of sponsor by Oregon Food Bank staff at the beginning and end of event

- Logo in visual aids during the event, such as slides
- Logo and name in follow up and thank you emails

Cultured Cooking Classes with Feed the Mass

Since the beginning of the COVID-19 pandemic, Feed the Mass has been providing free chef-driven meals to anyone in need of food, nourishment, care and community. In 2021, Oregon Food Bank is proud to partner with Feed the Mass on a monthly series of virtual cooking classes for our community. Food or grocery gift cards are provided for attendees who indicate need.

Examples of class topics include jambalaya, buttered chicken, ramen, pho and knife skills.

The cultured cooking classes series include discussions of how culture and history influences our relationship with food, the ingredients we use and our understanding of health implications. Classes demonstrate how to prepare healthy foods that are culturally specific. This series also amplifies other local organizations and their work in the food space.

Sponsors will potentially reach:

- o 200 people who register and receive communications about the class
- o 75 people who attend the live cooking class

Presenting Sponsor (exclusive opportunity per class)

\$20,000 for exclusive sponsorship of one class
(\$10,000 to support Feed the Mass and \$10,000 to support Oregon Food Bank)

- o Your company's name and link listed prominently in Oregon Food Bank's Events page posting
- o Name and link in social media post
- o Name and link in event invitations emailed to Oregon Food Bank supporters
- o Name and link in communications emailed to participants
- o Option to include your company's materials in communications to participants
- o Recognition during the event (*sponsors can submit pre-corded videos to be included during cooking class*)
- o Name and logo included on Feed the Mass' website and in newsletters



Supporting Sponsor (multiple opportunities)

\$5,000 for sponsorship of one class (\$2,500 to Feed the Mass and \$2,500 to support Oregon Food Bank)

- o Your company's name and link listed in Oregon Food Bank's Events page posting
- o Name and link in social media post
- o Recognition during the event

More Ways to Support Oregon Food Bank

✓ **Host a Fund Drive**

Running a drive is a great way to energize your colleagues and customers while supporting hunger relief. We can support your drive with an online Peer-to-Peer fundraising page.



Many partners
host a drive for one or two
weeks, up to a month, or
even longer.

✓ **Cause-Related Marketing Campaign**

Oregon Food Bank can work with you to create programs that align with your business goals through transactional activities, percentage of sales and product based programs for companies of any size.

✓ **Matching Gift Challenges**

Oregon Food Bank currently offers two annual opportunities for a donor to issue a matching gift challenge to inspire our community to donate. We welcome matching gift challenges of \$40,000-\$100,000 for our summer hunger campaign and Giving Tuesday. Matching challenges are highly effective in motivating people to give.

✓ **Organize a Workplace Giving Campaign**

Workplace giving campaigns can make a large collective impact on our community. Many companies offer matching funds for employee contributions. Please contact us if you are interested in setting up a workplace giving program, or if you would like ideas on how to develop an existing program.

✓ **Partner with Oregon Food Bank for Willamette Week Give!Guide**

Encourage support of Oregon Food Bank each November and December by offering an incentive for those who donate through Willamette Week's Give!Guide. Examples of incentives

include a matching donation, an item or service from your company, or entry to win a special prize. This is a fun way to take part in a highly visible, annual regional event.

Thank you for your support!