



# Sponsorship Opportunities

Join the movement to end hunger



# Overview and Impact

**We have an opportunity to nourish our community and create a future without hunger. But we are facing a crisis.**

Since the start of the COVID-19 pandemic in 2020, our community has faced years of job loss, economic hardship and inflation. We are seeing record numbers of visits to our food assistance sites. Despite this, federal budget cuts have snatched away benefits when people need them the most, and slashed funding for social services nonprofits, including Oregon Food Bank.



## OVERVIEW AND IMPACT

We know that hunger is a community problem. It affects all of us. Hunger is more than not having enough food; it's a consequence of unequal distribution of power, money and representation. When hunger comes to our community, our community has the power to stand up.

At Oregon Food Bank, we know hunger is a problem we can solve. That's why our approach is both comprehensive and future-focused. In partnership with Feeding America, we build community connections to help people access nourishing, culturally-affirming food today. And we build community power to eliminate the root causes of hunger for good. But we can't do this alone.

As a sponsor, you can showcase your commitment to building a community that never knows hunger. Sponsoring Oregon Food Bank associates your brand with the simple but powerful statement: food is a human right.

Join us in eliminating hunger for good. *Because no one should be hungry.*

\*As we practice our values centering the communities we serve, it is important to Oregon Food Bank to partner with organizations that are aligned in our mission and values.

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# Why Sponsorship

Sponsoring Oregon Food Bank is an opportunity for your company to celebrate your values and build community connections. By choosing to become an Oregon Food Bank sponsor, you are joining the ranks of high-profile business leaders throughout the state of Oregon who make our work possible.

Sponsorships provide unrestricted funding, allowing OFB the flexibility to distribute food, advance equity, and tell the true story of hunger; not a story of individual choices, but of policy decisions and systematic failures that allow poverty and food insecurity into our community. Your unrestricted gift shows your trust in us. With 77% of Oregon Food Bank staff members having experienced food insecurity, we know that the people who have lived through hunger can solve hunger. Your sponsorship is a demonstration of that value, showcasing your commitment to our community.



# Types of Sponsorship Benefits

## How do you want to be recognized?

Build your brand and expand public awareness with **Publicity Benefits**. This recognition includes social media and blog posts, direct mail or email outreach and more!

Enhance your employees' experience with **Engagement Benefits**. These unique team events can include tours of our facilities, volunteer shifts and lunch & learns at a location of your choosing.

Celebrate and collaborate with **Event Benefits**. Bring your team to one of our banner events or host your own. Event sponsorships include a wide variety of recognition at an event of your choosing.

Bring people together with **Community Benefits**. Advocate, effect change and be recognized as a leader in the fight against hunger. Benefits include recognition on outreach campaigns such as advocacy leadership and challenge gifts.



## TYPES OF SPONSORSHIP BENEFITS

Sponsorship	Publicity benefits	Engagement benefits	Event benefits	Community benefits
Annual				
Bloom				
Hunger Action Month				
Restaurant Champion				
Volunteer Action Center				
Volunteer Shift				
Fleet				
Challenge Match				



# Our Reach

WEBSITE REACH

**1.9M**

Annual views

EMAIL LIST REACH

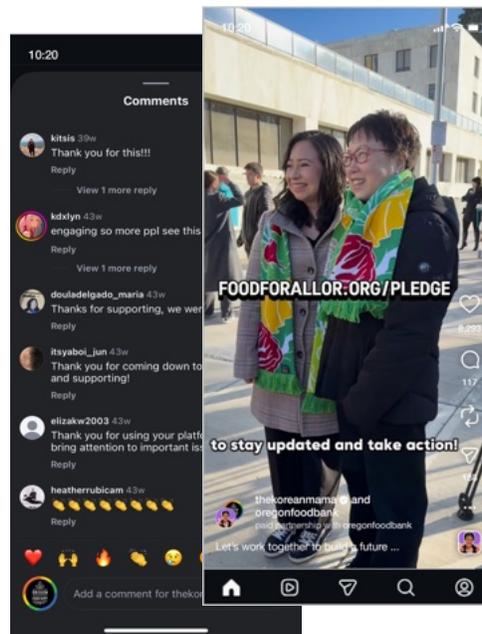
**430,000+**

Total subscribers

SOCIAL MEDIA REACH

**17.5M+**

Annual impressions



@OregonFoodBank



# Sponsorship Options



## SPONSORSHIP OPTIONS

# Annual Sponsorship

**\$50,000+**

An annual sponsorship is a powerful way to engage with Oregon Food Bank. This allows you to craft a year-long strategy that provides ongoing financial support for Oregon Food Bank's work while celebrating and highlighting our partnership in a variety of venues, maximizing visibility. Annual sponsorships include all of the following recognition:

### Spring:

Spring brings our annual donor appreciation event, Bloom! As a Bloom sponsor, you will receive:

- Verbal recognition during the program
- Name recognition in the livestream, pre-event marketing and post-event thank you emails
- Guaranteed four tickets to Bloom for your staff or guests

### Summer:

Celebrate summer with your company's logo in our quarterly newsletter, as well as an opportunity for your staff to join the fight against hunger in a dedicated volunteer shift.

- Logo and name recognition in the quarterly newsletter as an Annual Sponsor
- Dedicated volunteer shift
  - OFB staff-led tour of the facility
  - Opportunity to use one of our conference rooms for a retreat, meeting or lunch (self-catered)



## **SPONSORSHIP OPTIONS: ANNUAL SPONSORSHIP**

### **Fall:**

In September, we celebrate Hunger Action Month, a time for us to come together, recognize the progress we've made towards ending hunger and unite in our shared purpose to eliminate hunger and its root causes.

- Logo and name in the Hunger Action Month newsletter
- Social media post recognizing Hunger Action Month sponsorship

### **Winter:**

Start your new year with an educational opportunity for your staff and our deepest gratitude.

- Private lunch and learn opportunity with Oregon Food Bank staff for your employees
- End of year social media post recognizing annual sponsors

### **Optional additions:**

- **Truck sponsorship:** Be recognized on the road with a three-year sponsorship of an Oregon Food Bank food delivery truck. \$80,000-\$110,000
- **Additional Bloom sponsorship:** More guests, more recognition or even a branded giveaway! See the Bloom sponsorship packet for more details. Up to \$75,000.



SPONSORSHIP OPTIONS

# Event Sponsorships



## SPONSORSHIP OPTIONS: EVENT SPONSORSHIPS

# Bloom

Every year, we gather in the spring to renew our commitment to ending hunger and celebrate the progress we have made as a community.

Recognition opportunities include social media posts, in-person and livestreamed recognition of your business's name and logo and attendance at this one-of-a-kind event! Sponsorship details are available in our Bloom sponsorship packet, available January 2026.

### BLOOM SPONSORSHIP LEVELS OVERVIEW

**Presenting Sponsor (exclusive): \$75,000**

**Nootka Rose Sponsor: \$50,000**

**Black-tailed Bumble Bee Sponsor: \$25,000**

**Biscuitroot Sponsor: \$10,000**

**Pacific Dogwood Sponsor: \$5,000**

**Rufous Hummingbird Sponsor: \$2,500**

**Evergreen Huckleberry Sponsor: \$1,000**

**Thimbleberry Sponsor: \$500**



## SPONSORSHIP OPTIONS: EVENT SPONSORSHIPS

# Hunger Action Month

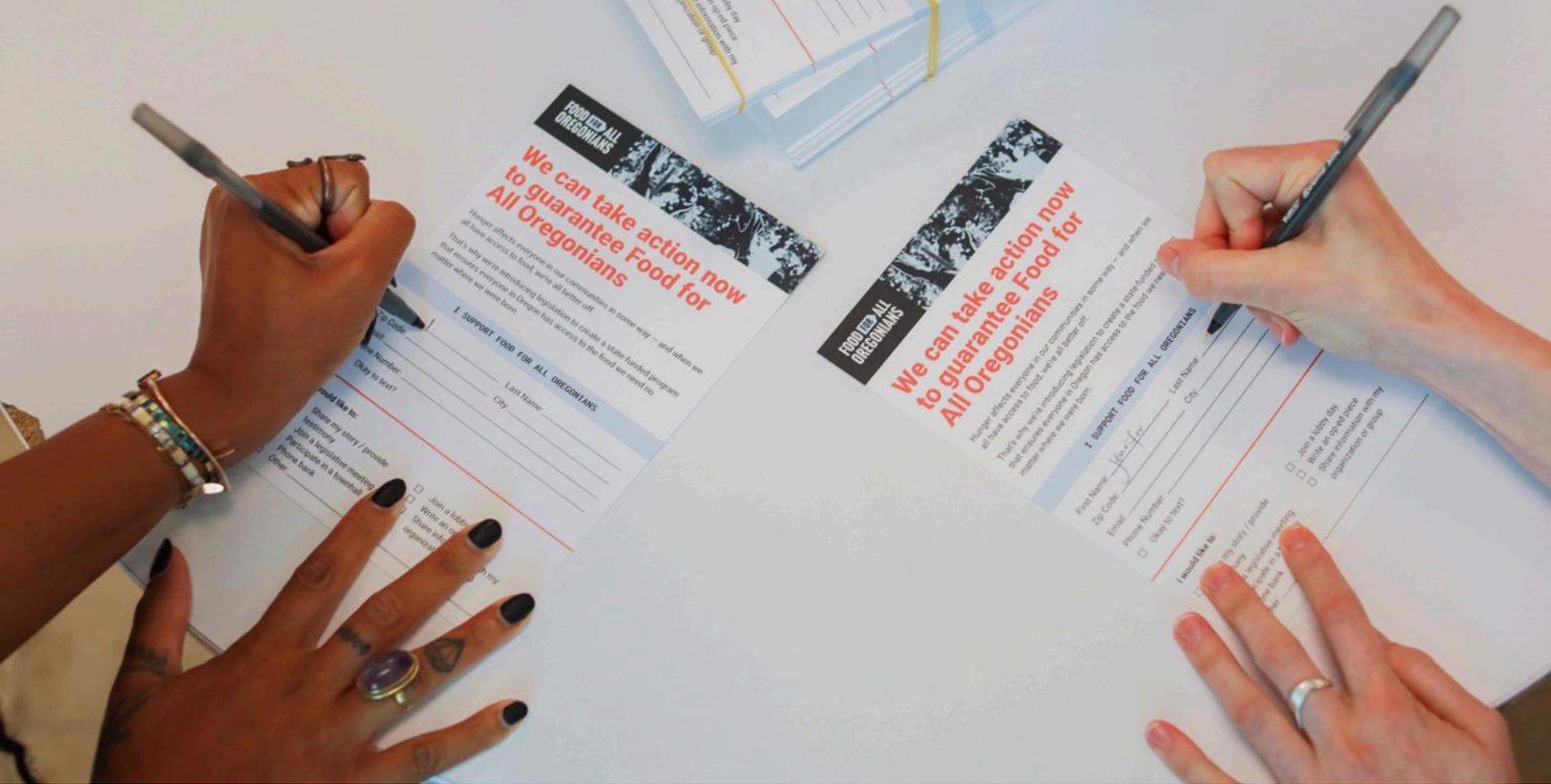
September is Hunger Action Month, a time for us to celebrate our progress towards a future without food insecurity, and to take action to make that future a reality. Join us to encourage individuals, businesses and elected officials to take action to end hunger.

### HUNGER ACTION MONTH SPONSORSHIP LEVELS OVERVIEW

**Presenting Sponsor: \$25,000 (exclusive)**

**Action Sponsor: \$10,000**

**Restaurant Champion: \$1,000+**



## SPONSORSHIP OPTIONS: EVENT SPONSORSHIPS HUNGER ACTION MONTH

**Presenting Sponsor: \$25,000**

**Exclusive opportunity!**

The Presenting Sponsor is a recognizable leader in the cause of ending hunger in our community. Only one Presenting Sponsorship is available each year, so don't delay!

- Logo and name as the Hunger Action Month Presenting Sponsor in the printed newsletter and on the website
- Name and logo recognition on all Hunger Action Month printed materials
- Opportunity for a team volunteer shift and tour of Oregon Food Bank facilities (date varies)
- Opportunity for a private lunch & learn or presentation with an Oregon Food Bank staff member (date varies)

## SPONSORSHIP OPTIONS: EVENT SPONSORSHIPS HUNGER ACTION MONTH

### Action Sponsor: \$10,000

Action Sponsors are the backbone of Hunger Action Month. Together, we can build a true foundation of strength to end hunger.

- Name recognition as a Hunger Action Month Action Sponsor in the printed newsletter and on the website
  - Shared social media post celebrating our sponsors
  - Opportunity for a team volunteer shift and tour of Oregon Food Bank facilities (date varies)
  - Opportunity for a private lunch & learn or presentation with an Oregon Food Bank staff member (date varies)
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### Restaurant Champion: \$1,000 minimum

7 opportunities

New this year! Join us for Restaurant Week by hosting a fundraiser at your restaurant. Participating restaurants agree to host one-night fundraisers during a specified week in September and donate a portion of the proceeds, plus a match.

- Inclusion in “Restaurant Week” social media posts
- Flyers with your restaurant’s name, logo and address distributed at front desk of Portland locations
- Opportunity to use Oregon Food Bank’s logo and name as part of a branded partnership, with support from our brand guidelines

**\*Note:** Requirements include committing to a minimum donation of \$1,000 and willingness to share information about Oregon Food Bank to customers – for example, by displaying a QR code at tables or cash registers.



SPONSORSHIP OPTIONS

# Building Sponsorships



SPONSORSHIP OPTIONS: BUILDING SPONSORSHIPS

## Volunteer Action Center

From repacking food to maintaining our learning gardens to organizing community members in support of public policies that address hunger, volunteers are essential to Oregon Food Bank.

“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!”

— OREGON FOOD BANK VOLUNTEER





## **SPONSORSHIP OPTIONS: BUILDING SPONSORSHIPS VOLUNTEER ACTION CENTER**

### **Quarterly Volunteer Action Center Sponsorship**

Statewide Warehouse: \$15,000

Washington County: \$7,000

Display your support at our Volunteer Action Centers! Two locations in the Portland Metro Area, each averaging over 250 volunteers per week, provide multiple opportunities for recognition each quarter.

- Name and logo projected during shift
- Option to schedule a private volunteer shift for your team, subject to scheduling and availability

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### **Shift Sponsorship: \$2,000**

Celebrate a single shift at either of our locations!

- Option to schedule a volunteer shift for your team, subject to scheduling and availability
- Name and logo projected during shift
- Verbal recognition during shift



## SPONSORSHIP OPTIONS

# Fleet Sponsorships

Oregon Food Bank's fleet of trucks moves an average of one million pounds of food each week throughout our network across Oregon and Southwest Washington. Our statewide trucks deliver nourishing, culturally appropriate foods to communities across Oregon and Southwest Washington. Last year, we saw 2.5 million visits to food assistance sites through the Oregon Food Bank Network — a 31% increase from the previous year. Sponsor a truck and join the movement to end hunger!



## SPONSORSHIP OPTIONS: FLEET SPONSORSHIPS

Sponsorships are available for Statewide trucks, which deploy across Oregon and Southwest Washington, or for Metro Delivery trucks, which deliver food through the Portland metro area.

### Statewide Trailer Wrap: \$110,000

9 opportunities available

Showcase your commitment to ending hunger statewide by sponsoring one of our delivery trucks! Statewide trucks are on the road 5 days a week, and average 1.5-2 stops per day. The average statewide truck passes through nearly six counties per day (25-30 counties per week) and has an average of 5,000 miles/month across Oregon and Southwest Washington (highway and in-town driving). This sponsorship provides visibility statewide for a three-year period.

Benefits include:

- Company logo on each large side panel and the back of a long-haul 48' or 24' truck
- Company logo displayed with message: "Committed to ending hunger for good."
- Option to pay in installments — \$36,050 per year for three years



## SPONSORSHIP OPTIONS: FLEET SPONSORSHIPS

### **Metro Delivery Truck Wrap: \$80,000**

14 opportunities available

Your support will help deliver food to communities in the Portland metro area including Multnomah, Clackamas and Washington counties. Local delivery trucks average 1,000 miles/month and are 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. This sponsorship provides local visibility for a three-year period.

#### **Benefits include:**

- Company logo on each large side panel and the back of a long-haul 48' or 24' truck
- Company logo displayed with message: "Committed to ending hunger for good."
- Option to pay in installments - \$25,750 per year for three years



## SPONSORSHIP OPTIONS

# Challenge Match Sponsorship

Challenge matches are offered at specific times throughout the year. As a Challenge Sponsor, you will be recognized as a philanthropic leader driving thousands of gifts. In the past, Challenge Sponsors have helped Oregon Food Bank raise \$100,000 - \$400,000.

Matches typically range from \$20,000 - \$150,000 and are offered around major fundraising pitches such as summer hunger, Giving Tuesday, and the end of the year. Benefits include:

- Name recognition on digital and/or mail materials sent to 30,000+ supporters
- Name recognition on post-campaign communications celebrating our success
- Logo recognition is available for some matches

Only a limited number of Challenge Matches are available every year. Contact your OFB representative today to take part in a challenge!



## SPONSORSHIP OPTIONS

# Build Your Own Sponsorship

Contact us for more information or to build a sponsorship package unique to your business needs. We are able to customize many opportunities and provide several a la carte options. Some examples of what can go into your custom sponsorship:

- Dedicated sponsored volunteer shift private to your employees (size and scheduling subject to limitations)
- Personalized tour
- Recognition in our quarterly printed newsletter
- Lunch & Learn/dedicated presentation
- Social media posts
- And more!



**“First Tech employees spent the afternoon volunteering at Oregon Food Bank, sorting, packaging, and weighing food to help support families in our community.**

**We’re proud to partner with organizations that make a real difference in our communities and grateful to our team members for their commitment to service.”**

**— FIRST TECH FEDERAL CREDIT UNION**

# Additional Partnership Opportunities

Sponsorships aren't the only way to engage with Oregon Food Bank. In a time when community support is more crucial than ever, we deeply appreciate the creativity and flexibility of our corporate sponsors. Some additional ways of engaging your business with Oregon Food Bank and our mission are:

**Unrestricted Giving:** Unrestricted giving is the best way to make a donation because it allows us the flexibility to use the funds in the area of greatest need.

**Employee & Community Giving:** There are many ways to engage your employees, customers and community in fundraising for Oregon Food Bank. The best strategies include a matching gift from your company and opportunities to engage your community in learning more about our mission.

**Advocacy:** We are facing unprecedented attacks on social safety nets that support our communities and prevent hunger. Join us in fighting back! Current advocacy efforts and how you can help can be found at [OregonFoodBank.org/Get-Involved/Legislature](https://OregonFoodBank.org/Get-Involved/Legislature)

**Rooted + Rising Giving:** Rooted + Rising is our transformational campaign to build our capacity and change the conditions that perpetuate hunger. Our four priorities of reimagining food systems, modernizing infrastructure, amplifying community power and strengthening local solutions are scalable to the needs and investments of our community as we bring our bold vision to life over the next 5-10 years.

**Grant & Foundation Giving:** Does your company offer grants or have an affiliated foundation? Nominate Oregon Food Bank for a grant today!

**Volunteering:** Volunteering with Oregon Food Bank is a great team-builder and an opportunity for your employees to make a difference while getting hands-on in the efforts to end hunger.



## Call to Action

With economic pressures mounting and federal safety nets eroding, hundreds of thousands of Oregonians are facing deeper food insecurity than ever. Livelihoods are fragile here in Oregon, and food is often the first thing to go when families need to make hard decisions. But our community is unified by one thing: we believe that food is a human right. And together, we can ensure that everyone has enough to eat tonight.

Join us today and align with our movement by sponsoring Oregon Food Bank. Together, we can end hunger and its root causes for good. Because no one should be hungry.

To get started, contact the Corporate Relations team at [CommunityGiving@OregonFoodBank.org](mailto:CommunityGiving@OregonFoodBank.org).



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