

SATURDAY
APRIL 27, 2024

SAN DIEGO FOOD BANK

gala

Sponsorship Opportunities



12th Annual San Diego Food Bank Gala Saturday, April 27, 2024

Dear Food Bank Friends and Supporters,

The San Diego Food Bank is preparing to host its 12th Annual *San Diego Food Bank Gala* outside on the grounds of their Miramar facility, and we feel incredibly honored to serve as this year's Co-Chairs. The goal of the Gala is twofold. First, to celebrate the impact of the Food Bank's programs on San Diego families facing food insecurity, and second, to raise the vital funds necessary to continue the Food Bank's critical work as the county's regional safety net for anyone experiencing hardship. This includes working-poor families, seniors living on a fixed income, and children living in poverty.

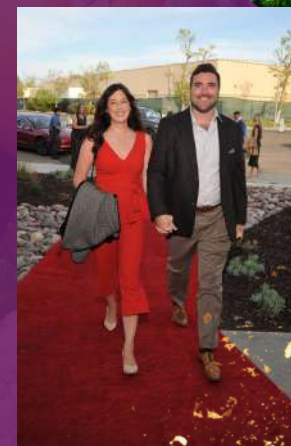
Our incredible donors and Gala Sponsors are the foundation for the Food Bank's continuing success. We hope you will join us in supporting this year's event and as you look through this document, find a sponsorship level that speaks to *your* passion for the Food Bank's mission. Customized sponsorships can also be arranged.

The San Diego Food Bank's mission is one that touches our hearts, and we hope their work will inspire you, too.

With great appreciation,
Amy Jacobs and
Jeannie Johnson-Bolinger
Gala Co-Chairs



[Watch Sizzle Reel](#)



FEEDING HOPE AMONG SAN DIEGO FAMILIES



The Jacobs & Cushman San Diego Food Bank has served as San Diego County's food safety net for more than 45 years. Through a range of hunger-relief programs and our dedicated network of 544 nonprofit partners, we currently serve 400,000 people countywide per month.

A recent study produced by San Diego State University revealed that more than 70% of our assistance is supporting working-poor families who have difficulties making ends meet due to the region's high-cost of living, coupled with low wage jobs.



The study also revealed that the primary need for the Food Bank's services is a direct result of rising costs for food, rent and utilities. 76% of respondents cited this as their reason for visiting the Food Bank, and 45% of respondents added that they do not receive enough income to make ends meet. As we saw during COVID, many families are only one major expense or paycheck away from needing our services, which is why it's so critical we continue to advocate for our mission and the direct impact it has on families, seniors, active-duty military, veterans, the unhoused and especially, children in our region. One program that will benefit from the 2024 Gala is our Food 4 Kids Backpack Program.

Food 4 Kids Backpack Program Impact on Children Living in Poverty

 **3,500**

Students county-wide receive a backpack of food every Friday through the program.

 **65**

Title 1 Elementary schools throughout the county utilize the Food 4 Kids Backpack Program.

 **119,000**

Backpacks will be packed by Food Bank volunteers this school year.

 **3.8 Million**

Pounds of food have been distributed through this program since its inception in 2006.



FOOD BANK GALA

PREMIER SPONSOR

The following PREMIER level sponsorship opportunities provide unique media and promotional benefits to highlight your outstanding partnership and support for the mission of the Jacobs and Cushman San Diego Food Bank.

2024 Gala Title Sponsor - \$50,000

Gala Presenting Sponsor - \$35,000

Gala Gold Sponsor - \$25,000

Reception Sponsor - \$20,000

Mission Video Sponsor - \$20,000

Backpack Sponsor - \$20,000

VIP Reception Sponsor - \$15,000

Bar Sponsor - \$10,000

Prohibition Wall Sponsor - \$10,000

Entertainment Sponsor - \$10,000

Specialty Hors D'oeuvres Sponsor - \$10,000

All PREMIER SPONSORSHIPS

Include the following recognition:

Signage and Recognition at the Event:

- Special recognition from the stage as a Premier Food Bank Gala Sponsor
- Included in scrolling slideshow of sponsor logos
- Included on the main event signage as a major sponsor

Collateral Materials and Digital Media Recognition:

- Inclusion of name and/or logo on Save the Date Postcard if commitment is received by **January 20th**
- Inclusion of name and/or logo on Save the Date email if commitment is received by **January 22nd**
- Name/logo recognition in event program
- Recognition on San Diego Food Bank Gala web page
- Recognition in two San Diego Food Bank quarterly newsletters mailed county wide to 50,000 households
- Recognition in email announcements sent to 75,000+ Food Bank donors and supporters
- Recognition in 2024 Gala recap video featured on event website
- Facebook, LinkedIn and Instagram recognition

Media and Advertisements:

- Name included in press releases to San Diego's major publications and media
- Name/logo included in print ads featured in local publications

Premier Sponsorship Opportunities

2024 GALA TITLE SPONSOR

 **\$50,000**

- Two (2) Concierge Tables in a premier location. Includes upgraded wines, tableside service, and access to express check-in and auction check-out lines
- Opportunity to have CEO or other representative record a special video introduction message included in San Diego Food Bank Mission Video shown at event and included on website and post event e-blast/social media
- Logo/name listed as Title Sponsor on Gala Save The Date sent to 8,000+ donors
- Opportunity for exclusive logo/name placement on the wrapped trailer of a San Diego Food Bank community delivery truck for one year
- Join Emcee or Food Bank CEO onstage for acknowledgment of your Title Sponsorship
- Name/logo included in print ads featured in local publications
- Two-page center placement ad in event program
- Early bird event check-in with invitation to the Exclusive Sponsor VIP Reception

GALA PRESENTING SPONSOR

 **\$35,000**

- Two (2) Concierge Tables in a premier location. Includes upgraded wines, tableside service, and access to express check-in and auction check-out lines
- Opportunity for company representative to be included in Mission Video that will be viewed during the program
- Join Emcee or Food Bank CEO onstage for acknowledgment of your Presenting Sponsorship
- Logo/Name included as Presenting Sponsor on Gala Save The Date sent to 8,000+ donors
- Full-page inside front cover ad in event program
- Name/logo included in print ads featured in local publications
- Early bird event check-in with invitation to the Exclusive Sponsor VIP Reception

GALA GOLD LEVEL SPONSOR

 **\$25,000**

- One (1) Concierge Table in a premier location. Includes upgraded wines, tableside service, and access to express check-in and auction check-out lines
- Logo/Name included as Gold Level Sponsor on Gala Save The Date sent to 8,000+ donors
- Join Emcee or Food Bank CEO onstage for acknowledgment of your Gala Gold Sponsorship
- Full-page ad in event program
- Name/logo included in print ads featured in local publications
- Early bird event check-in with invitation to the Exclusive Sponsor VIP Reception



Premier Sponsorship Opportunities, cont.

RECEPTION SPONSOR

 **\$20,000**

Exclusive Reception Sponsor for the Food Bank Gala

- Color Logo projected on volunteer center wall for the event
- Emcee acknowledgement of YOUR company's sponsorship of the Reception
- One (1) Concierge Table in a premier location. Includes upgraded wines, tableside service, and access to express check-in and auction check-out lines
- Name/logo included in print ads featured in local publications
- Full-page ad in the event program
- Early bird event check-in with invitation to the exclusive Sponsor VIP Reception

MISSION VIDEO SPONSOR

 **\$20,000**

Exclusive Mission Video Sponsor for the Food Bank Gala

- Opportunity to have name/logo included in Mission Video featured on the San Diego Food Bank Gala and on Food Bank website
- One (1) Concierge Table in a premier location. Includes upgraded wines, tableside service, and access to express check-in and auction check-out lines
- Name/logo included in print ads featured in local publications
- Full-page ad in the event program
- Early bird event check-in with invitation to the exclusive Sponsor VIP Reception

PROGRAM VIDEO SPONSOR

 **\$20,000**

Exclusive Program Video Sponsor for the Food Bank Gala

- Name/logo featured on the Food 4 Kids Backpack Program video premiered at the San Diego Food Bank Gala
- One (1) Concierge Table in a premier location which includes upgraded wines, tableside service, and access to express check-in and auction check-out lines
- Logo recognition at Food 4 Kids Backpack activation table
- Name/logo included in print ads featured in local publications
- Full-page ad in the event program
- Early bird event check-in with invitation to the exclusive Sponsor VIP Reception



Specialty Sponsorship Opportunities

VIP RECEPTION SPONSOR

SOLD OUT

SOLD OUT

SOLD OUT

SPECIALTY HORS D'OEUVRES

\$15,000

\$10,000

\$10,000

\$10,000

\$10,000

Exclusive VIP Reception Lounge Sponsor

Exclusive Bar Sponsor for the Food Bank Gala

Exclusive Prohibition Wall Sponsor for the Food Bank Gala

Exclusive Entertainment Sponsor for the Food Bank Gala

Exclusive Specialty Hors d'oeuvres Sponsor for the Food Bank Gala

- Naming opportunity for the VIP Reception
- Exclusive logo and name featured on all VIP Reception signage
- One (1) Concierge table in a premier location that includes upgraded wines, tableside service, and access to express check-in and auction check-out lines
- Full-page ad in the event program
- Recognition as VIP Reception Sponsor on Gala webpage, event invitation, event slideshow, social media and program
- Name/logo included in print ads featured in local publications
- Early Bird event check-in with invitation to the exclusive Sponsor VIP Reception

- Exclusive signage featuring name/logo at all Gala bars
- Cocktail napkins printed with name/logo at all bars
- Four (4) tickets to San Diego Food Bank Gala at a Concierge Table that includes upgraded wines, tableside service, and access to express check-in and auction check-out lines.
- Recognition as Bar Sponsor on Gala webpage, event invitation, event slide show, social media and program
- Name/logo included in print ads featured in local publications
- Half-page ad in the event program
- Early bird event check-in with invitation to the Exclusive Sponsor VIP Reception

- Host for interactive Prohibition Wall - located in prime location in reception area, where guests donate for chances to pull wine bottles and other surprises from display
- Logo signage at Prohibition Wall and on custom wine bag given to participants
- Four (4) tickets to San Diego Food Bank Gala at a Concierge Table that includes upgraded wines, tableside service, and access to express check-in and auction check-out lines
- Recognition as Prohibition Wall Sponsor on Gala webpage, event invitation, event slide show, social media and program
- Name/logo included in print ads featured in local publications
- Half-page ad in the event program
- Early bird event check-in with invitation to the Exclusive Sponsor VIP Reception

- Signage featuring your name/logo at the stage area during entertainment
- Four (4) tickets to San Diego Food Bank Gala at a Concierge Table that includes upgraded wines, tableside service, and access to express check-in and auction check-out lines.
- Opportunity to be recognized by band/singers during cocktail performance and during first set
- Recognition as Entertainment Sponsor on Gala webpage, event invitation, event slide show, social media and program
- Name/logo included in print ads featured in local publications
- Half-page ad in the event program
- Early bird event check-in with invitation to the Exclusive Sponsor VIP Reception

- Exclusive signage featuring name/logo at all specialty hors d'oeuvres stations
- Napkins printed with name/logo at all specialty hors d'oeuvres stations
- Logo on aprons worn by specialty hors d'oeuvres chefs
- Four (4) tickets to San Diego Food Bank Gala at a Concierge Table with that includes upgraded wines, tableside service, and access to express check-in and auction check-out lines
- Recognition as Specialty Hors d'oeuvres Sponsor on Gala webpage, event invitation, event slide show, social media and program
- Name/logo included in print ads featured in local publications
- Half-page ad in the event program
- Early Bird event check-in with Invitation to the Exclusive Sponsor VIP Reception

Host Level Sponsorship Opportunities

PHOTO BOOTH HOST (TWO AVAILABLE)

 \$5,000

- Host for booth photos taken night of event with logo/name signage at the booth.
- Logo included along with Food Bank logo on all photos
- Logo included on digital photo album included in e-blast to all attendees following the event
- Recognized on the Gala webpage
- Quarter-page ad in the event program provided to all attendees
- Included in social media post announcing confirmed sponsors of the event
- Two (2) tickets to San Diego Food Bank Gala
- Name/logo in event program and slideshow

FLORAL HOST (ONE AVAILABLE)

 \$5,000

- Logo included alongside floral arrangements at each table
- Recognized on the Gala webpage
- Quarter-page ad in the event program provided to all attendees
- Included in social media post announcing confirmed sponsors of the event
- Two (2) tickets to San Diego Food Bank Gala
- Name/logo in event program and slideshow

DESSERT HOST

 \$5,000

- Prominent display of logo or name on dessert plate for each guest
- Recognized on the Gala Webpage
- Quarter-page ad in the event program provided to all attendees
- Included in social media post announcing confirmed sponsors of the event
- Two (2) tickets to San Diego Food Bank Gala
- Name/logo in event program and slideshow

SOLD OUT

 \$5,000

- Signage at the Valet Station
- Logo recognition water bottle placed in vehicle with your logo.
- Recognized on the Gala webpage
- Quarter-page ad in the event program provided to all attendees
- Included in social media post announcing confirmed sponsors of the event
- Two (2) tickets to San Diego Food Bank
- Name/logo in event program and slideshow

PRINT PROGRAM HOST

 \$5,000

- Logo prominently included on first page of print program provided to all attendees
- Quarter-page ad in event program
- Recognized on the Gala webpage
- Included in social media post announcing confirmed sponsors of the event
- Two (2) tickets to San Diego Food Bank Gala
- Name/logo in event program and slideshow

MOBILE BIDDING HOST

 \$5,000

- Logo or name recognition on event ticketing website
- Logo/name recognition on banner on mobile bidding platform used by all Food Bank Gala attendees
- Quarter-page ad in the event program provided to all attendees
- Logo recognition as Host on auction table signage and in general auction area signage
- Recognized on Gala webpage
- Included in social media post announcing confirmed sponsors of the event
- Two (2) tickets to San Diego Food Bank Gala
- Name/logo in event program and slideshow

EVENING SNACK HOST

 \$5,000

- Opportunity to provide branded items with logo to guests at the end of the evening as a take home gift
- Recognized on the Gala webpage
- Quarter-page ad in the event program provided to all attendees
- Recognition on signage next to all end-of-evening gift stations
- Included in social media post announcing confirmed sponsors of the event
- Two (2) tickets to San Diego Food Bank Gala
- Name/logo in event program and slideshow

SOLD OUT

 \$5,000

- Recognized on the Gala webpage
- Quarter-page ad in the event program provided to all attendees
- Logo recognition on all volunteer name badges
- Logo recognition at volunteer check-in area
- Name included on listing for Gala volunteer scheduling platform
- Name recognition on (2) recruitment emails released to all 32,000 volunteers in our volunteer database
- Two (2) tickets to San Diego Food Bank Gala
- Name/logo in event program and slideshow

Table and Ticket Options

CONCIERGE LEVEL TABLE



\$10,000

- Table for Ten (10) at the San Diego Food Bank Gala
- Tableside Concierge service
- Upgraded wine with dinner
- Access to express check-in and auction check-out lines

GALA TABLE



\$6,500

- Table for Ten (10) at the San Diego Food Bank Gala to enjoy the celebration!

HOST COMMITTEE



\$5,000

- Two (2) Concierge level tickets to San Diego Food Bank Gala
- Recognition as Host Committee on the Gala webpage and event Save-The-Date
- Invitation to the Exclusive Sponsor VIP Reception

INDIVIDUAL CONCIERGE LEVEL TICKET



\$1,000

- Individual ticket for One (1) with tableside Concierge service
- Upgraded wine with dinner
- Access to express check-in and auction check-out lines

INDIVIDUAL TICKET



\$650

- Individual Ticket for One (1) to the San Diego Food Bank Gala to enjoy the celebration!

INDIVIDUAL TICKET TO EXCLUSIVE SPONSOR RECEPTION



\$300

- Ticket for One (1) to upgrade and enjoy the exclusive VIP reception which includes exclusive hors d'oeuvres and a specialty cocktail featured at a private bar.





**Contact Alexis Hernandez
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for questions or more information about
sponsorship opportunities.**

