

ALAMEDA COUNTY COMMUNITY FOOD BANK

2008 HOLIDAY FOOD DRIVE

SPONSORSHIP OPPORTUNITIES

Summer may just be winding down, but the holidays are right around the corner, which means the Alameda County Community Food Bank is preparing for its busiest time of year. During the holidays the need for food increases, and this year, the need in our community is greater than ever. With food and fuel costs skyrocketing, our low-income neighbors are struggling to put nutritious meals on the table for their families. Your participation in our Holiday Food Drive is more important than ever to help keep our shelves stocked during the holiday months.

The Food Bank serves over 40,000 people each week, including 14,000 children and 7,000 seniors. By participating as a sponsor of the 2008 Holiday Food Drive, your company will demonstrate its commitment to fighting hunger in Alameda County. Corporate sponsorships provide a unique opportunity for the Food Bank to raise much-needed resources while offering cause-related marketing exposure to your business. **Please join us as a sponsor for this important program.**

VIP SPONSOR (\$10,000) – BENEFITS INCLUDE *(plus all Barrel Wrap Sponsor benefits):*

- Invitation for a representative from your organization to appear on the televised ABC7 “Share Your Holiday” or CBS5 “Food for Bay Area Families” food drive. Both events are broadcast throughout the Bay Area. Dates to follow.
- Listed as a sponsor, your company logo on three (3) ¼ page Holiday Food Drive advertisements placed in all Bay Area NewsGroup’s East Bay publications (over 7,500 impressions)
- Listed as a sponsor, your company logo on Holiday Food Drive grocery bags delivered directly to 500,000 East Bay residents through Bay Area NewsGroup’s East Bay publications:

<i>The Oakland Tribune</i>	<i>Contra Costa Times</i>	<i>Tri-Valley Herald</i>
<i>Alameda Times Star</i>	<i>San Ramon Valley Times</i>	<i>West County Times</i>
<i>The Argus</i>	<i>The Daily Review</i>	<i>Antioch Ledger</i>
<i>The Dixon Tribune</i>	<i>Vacaville Reporter</i>	<i>The Benicia Herald</i>
<i>Fairfield Daily Republic</i>	<i>Vallejo Times Herald</i>	<i>Valley Times</i>
- Company name on 11,500 Holiday Food Drive flyers inserted in East Bay Chamber of Commerce newsletters and distributed to Food Drive participants
- Priority placement on 2,500 Food Drive collection barrel wraps (description below)

BARREL WRAP SPONSOR (\$5,000) – BENEFITS INCLUDE:

- Company logo on 2,500 Food Drive collection barrel wraps. Barrels are placed in highly visible locations throughout the year, including grocery stores, banks, schools, community centers and businesses
- Company name, logo and description on the “Hunger Heroes” page on the Food Bank website (20,000 hits/month)
- Company name on marketing collateral including press releases, Holiday Food Drive posters, Food Bank newsletter (distributed to over 20,000 Food Bank donors and supporters) and website
- Company logo on Food Bank website with a link to your website

We hope you’ll partner with us in the fight against hunger! The deadline to secure your sponsorship for the 2008 Holiday Food Drive is **Friday, August 29, 2008**. Please contact Pam Gidwani at **(510) 635-3663, ext. 328** or **pgidwani@accfb.org**.



**ALAMEDA COUNTY
COMMUNITY
FOOD BANK**

2008 HOLIDAY FOOD DRIVE SPONSORSHIP PLEDGE FORM

I AM PLEASED TO SUPPORT THE 2008 HOLIDAY FOOD DRIVE AS A SPONSOR AT THE FOLLOWING LEVEL:

- VIP Sponsor (\$10,000)
- Barrel Wrap Sponsor (\$5,000)
- Unfortunately my company is unable to sponsor at this time, but would like to make a contribution of: \$ _____
- Please contact me about sponsoring a food drive at our office

CONTACT INFORMATION

Contact Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-mail Address: _____

PAYMENT INFORMATION

- Check (please make payable to "ACCFB")

For your sponsorship processing convenience, our Federal Tax ID # is 94-2960297

- Credit Card (please print clearly): **Select one:** Visa MasterCard Discover American Express

Card Number: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

I understand that by signing this commitment letter, I agree to the sponsorship level indicated above on my company's behalf.

Signature

Date

Please return this form by mail or fax before **FRIDAY, AUGUST 29, 2008** (for guaranteed inclusion on printed material) to:

Pam Gidwani

Corporate Partnership & Events Coordinator
Alameda County Community Food Bank
PO Box 2599
Oakland, CA 94614

Phone: (510) 635-3663 ext. 328
Fax: (510) 635-3773
E-mail: pgidwani@acafb.org

Please submit all logos and artwork to pgidwani@acafb.org