



## HELP US FIGHT HUNGER!

Join Us For A Virtual Progressive Dinner  
Thursday, April 22, 2021 | 6:00 pm - 7:30 pm  
Supporting the Greater Cleveland Food Bank's  
**Harvest for Hunger Campaign**

### 2021 MARKET AT HOME SPONSORSHIP PACKAGE



**Market at the Food Bank** is the signature benefit event of the Harvest for Hunger campaign. With the continuing pandemic, Market at the Food Bank will be virtual this year.

**Market at Home** presented on Zoom on April 22, 2021 is a live, virtual progressive dinner that will take you on a tour through various areas of the Food Bank.

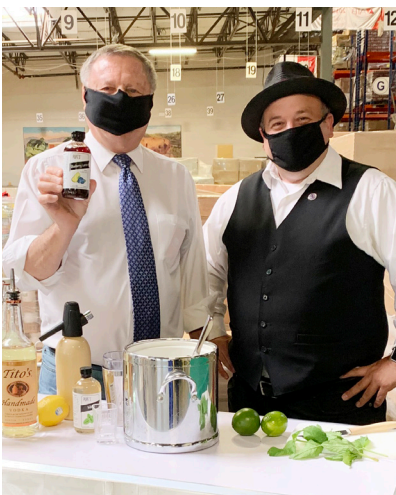
In addition to getting a **virtual behind-the-scenes look of the Food Bank**, guests can **watch live chef demonstrations** from local and independent restaurants featuring:

- **Appetizer station** in the Volunteer Repack area
- **Cocktail station** on the Dock
- **Main course** in the Food Bank Kitchen
- **Dessert station** in the Marketplace/Agency Pick Up area.

**Guests will be invited to cook along** if they choose, and a **VIP ticket option will give VIPs the ability to enjoy food provided** as part of their ticket (They can pick up at the restaurant before the event.).

**Leading up to the event, Market At Home will be promoted daily** featuring past restaurant supporters with a short video clip via social media. Additionally, the event will include an auction and raffle that will go live in advance of the event.

Additionally, the Greater Cleveland Food Bank CEO, **Kristin Warzocha** and Harvest For Hunger Co-Chairs, **Bill Lacey** with GE Lighting, a Savant company, and **Sean Richardson** with Huntington, **will share key updates, Harvest for Hunger information, and promote the Market at Home raffle and auction events.**





## SPONSORSHIP OPTIONS

Select your 26th annual **Market at the Food Bank** event sponsorship from one of the options below.

### 2021 MARKET AT HOME SPONSORSHIP OPPORTUNITIES

#### Greater Cleveland Food Bank Distribution Sponsorship

Sponsorship Levels	Presenting SOLD Huntington & GE Lighting, a Savant Company	Harvest For Hunger 30th Anniversary SOLD	Food Station \$10,000 (4 available)	VIP Experience \$5,000 (1 available)	Pre-Event \$2,500 (4 available Sun-Wed)
Description	Event presented by our Harvest For Hunger co-chair companies.	Our Harvest For Hunger 30th Anniversary Sponsor.  Event presented by our Harvest For Hunger co-chair companies.	Your name/logo paired with a local restaurant chef at one of the demonstration stations.	A "Presented by" opportunity, includes a ticket for appetizer, dessert and bottle of wine (pick up in advance of the event to enjoy while tuning in), and opportunity to add company branded product.	Starting on Sunday, leading up to the event, a different list of neighborhood restaurants will be featured on social media every day. One sponsor per day connected to the daily list.
Save-the-Date	Logo	Logo	n/a	n/a	n/a
Website	Logo	Logo	Logo	Logo on VIP package order page.  Text Listing on event website.	Text Listing
Invitation	Logo	Logo	Logo	Text Listing	Text Listing
Social Media	Dedicated Post	Dedicated Post	Dedicated Post	Dedicated Post when promoting VIP Package. Shared Post for event.	In Post Recognition
Press Release	Inclusion	Inclusion	n/a	n/a	n/a
Event Signage	Logo on all event signage	Logo on all event signage	Logo at Sponsored Station	n/a	n/a
Food Station Signage	Logo on signage on right side of each food station	Logo on signage on right side each food station	"Brought to you by" displayed on left side of food table	n/a	n/a
Verbal Recognition	Part of event and script	Recognized in script	Recognized at station demonstration	Recognized when VIP package	n/a
VIP Package	12 VIP packages	10 VIP packages	\$1,000 Gift card from sponsored restaurant	5 VIP packages	\$250 gift card from sponsored restaurant

*Thank You Presenting Sponsors!*

**Huntington**

**GE Lighting**  
a Savant company



**Greater Cleveland  
Food Bank**

15500 South Waterloo Road | Cleveland, Ohio | 44110 | 216.738.2265  
GreaterClevelandFoodBank.org | msavoldi@GreaterClevelandFoodBank.org



## PROMOTION

**Market at Home** promotion will start in early April, in partnership with the Food Bank’s sponsors, committee members, host committee members, Kitchen Cabinet members, restaurants, and local media.

### 2021 MARKET AT HOME PROMOTION INCLUDES:



#### **Website** (319,826 total users January 1, 2020 - December 31, 2020)

- Revamping the Market at the Food Bank webpage to feature information on Market at Home
- Website Lightbox to promote the event and drive traffic to the Market at Home webpage



#### **Email** (39,811 reachable supporters through December 31, 2020)

- Save the Date
- Feature in Weekly Email Update
- Reminder Email
- Daily Preview/Recap Emails



#### **Social** (34,066 total followers through December 31, 2020)

- Promoted Facebook Posts / Events and #WeFeedCLE on Twitter
- Dedicated Social Media Calendar across Facebook, Twitter & Instagram
- Updated Cover Photos



#### **Cleveland Plain Dealer / Cleveland.com**

- Half Page Ad in Plain Dealer
- Cleveland.com digital ads



#### **Media**

- Press Release
- Tailored Media Strategy with Partners

