

40th Anniversary Gala

Food moves us forward

Benefitting the Capital Area Food Bank and our Community

October 6, 2019

Make History with a Record-Setting Million Dollar Gala

The Capital Area Food Bank (CAFB) is the region's largest hunger relief organization, providing over 400,000 people each year – almost 10% of the area's population – with food they need to thrive. The neighbors we serve are parents working two or three jobs to keep their families afloat, seniors living on fixed incomes, and children. They are mothers, fathers, sons, daughters, sisters, brothers, and grandparents.

On MLK's birthday in 1980, CAFB opened its doors to serve others. As a leading local and national voice for wellness in hunger relief, the CAFB provides 32 million meals as well as education and resources that contribute to the health of the low-income families we serve – families that are disproportionately affected by diet-related disease such as diabetes and cardiovascular disease.



Kicking off our 40th anniversary celebrations, this milestone gala will raise \$1,000,000 to springboard a new strategic action plan for The Capital Area Food Bank. Please join us to honor the past, fight hunger today, and preview new initiatives that leverage food for brighter futures tomorrow.

The 40th Anniversary Gala will feature familiar favorites from our Blue Jeans Ball, consistently ranked as one of the area's premier charity events by the Washingtonian, BizBash, and others: top food samples from across the region, connection to 600+ of your closest friends, live and silent auctions, and a dress code that won't tie you up in knots.

New this year, the Gala will weave together meals and stories from 40 Chefs and Luminaries. Hear the inspirations and history behind each dish, taste fresh takes on food bank menus, and digest new examples of how CAFB is providing culturally appropriate food for people facing hunger today, while leveraging food as a catalyst for brighter futures tomorrow.

Whether you bring your blue jeans and bling or dress in black for the occasion, we'll make you feel like a million bucks.

Activate Your Brand with Top Leaders and Influencers

Let our team of experts cook up great ways to connect your brand to 600+ top industry and government leaders at the event. Anniversary Ambassadors 40th Anniversary activation later in the year as well!

Presenting Sponsor – \$150,000+ (CLAIMED)

We are delighted to feature Giant as the Presenting Sponsor of the 40th Anniversary Gala. Presenting sponsors underwrite the experience and receive completely customized benefits tailored to their unique interests. This includes a minimum of 40 tickets to the VIP experience and the main event as well. Please contact us to discuss possibilities of becoming a future Presenting Sponsor.



Diamond Denim Sponsor – \$75,000

- Exclusive sponsorship of the VIP reception, including logo placement on signage and opportunity to share remarks during the VIP event
- Featured recognition on Gala website and event signage
- Choice of one "Custom Fit" activation during or after the Gala
- 20 tickets to the VIP experience and the main event



“Custom Fit” Sponsor: \$40,000

Provides 100,000 meals

Like that perfect pair of jeans that fits your type just right, let us fashion a custom-crafted concept to recognize your special anniversary gift in ways that highlight the unique features of your brand as part of a food-forward experience. Custom Fit sponsors also enjoy the following:

- Choice of one “Custom Fit” activation during or after the Gala
- 12 VIP Reception tickets
- One farmhouse table of 12 near stage and your choice in placement
- Complimentary parking for the table
- Tasting dish prepared in your honor
- Special on-stage recognition including call-out during Gala program
- Dedicated partner page on CAFB website during 40th anniversary year profiling your charitable initiatives
- One full-page ad in event program
- Prominent placement of name/company; in event promotion, website, event program, and event signage
- At least three social media posts before, during, and/or after the event (30,000+ followers)

Anniversary Ambassadors: \$10,000

Provides 25,000 meals

- Choice of space for your company to activate at event with branded materials, products, and people OR your name/logo featured as sponsor of participating sampling booth
- Recognition in event program, website, and event signage
- 6 VIP Reception tickets
- One table of 10 to the main event
- Acknowledgement from stage
- Half-page ad in event program
- 1 social media dedicated posts prior to event (30,000+ followers across all networks)



Favorite Denim: \$2,000

Provides 5,000 meals

- Recognition in event program and website
- 2 tickets to the main event

SELECT ACTIVATION OPTIONS FOR “CUSTOM FIT” SPONSORS

Whether you prefer recognition during the Gala or in the months that follow, we'll find the perfect way to highlight your contribution to CAFB and the Greater DC Metropolitan area. Below are some suggested activations we've seen work well, but please let us know if you have other ideas and we'll build something new together!



Live Appeal Match:

With your help, our live appeal could raise nearly \$100,000 this year! To help make that happen, we'll email 60,000+ of our supporters and post on social media promoting your sponsorship as a match to funds raised during the in-Gala live appeal and online auction. We also welcome a representative from your company to speak for one minute during the live appeal. Finally, your name will appear on thank you notes to donors.

Digital Plus Sponsor:

Want to see your name (or logo) in lights? We'll post it prominently on our digital sponsor wall, silent auction software, and printed photo booth pictures, among other digital assets.



Lounge Sponsor:

Bringing a group (or want to make new friends)? Let us create a custom space for your company to have its own specialty lounge that will be sure to impress.

Mixologist Sponsor:

Everyone loves a custom cocktail. We'll craft some clever drinks linked to your name, brand, or other interests. We'll give you all the credit, too!

Custom Group Volunteer Event or Lunch and Learn Teambuilder

Expand your impact beyond the event! In addition to recognizing your sponsorship at the Gala, CAFB will facilitate a large group volunteer activity, Face Hunger™ simulation, or similar activation with up to 100 participants during our 40th anniversary year.



40th Anniversary Truck Wrap

Raise awareness of your commitment to fighting hunger across the region. Your logo will appear on a newly-wrapped CAFB truck for *at least* the next year. Invest a little more than the typical “Custom Fit” sponsorship and we can create a completely customized truck design that aligns with your strategic engagement initiatives.



Intimate Cooking Experience for 12

Learn how to prepare (and enjoy!) a delicious meal for up to 12 individuals, led by a CAFB nutritionist. We'll customize the recipes to your tastes and give you exclusive access to our state-of-the-art demo kitchen and reception room.

Meeting or Event at The CAFB Distribution Center

With over 150,000 square feet of office, warehouse, and sheltered gardening and picnic space, CAFB is the perfect place in DC to hold a meeting or party, large or small.



Forty Copies of a Co-Branded 40th Anniversary Recipe Book

Share a piece of the food bank with your colleagues, family, or friends. Forty of our best delicious, nutritious recipes we encourage clients on a budget to try are bundled in a convenient cookbook with your branding or inscription.



Named Scholarship for Inaugural CAFB Garden Summer Camp

Enable children in the metro area to grow fresh fruits and vegetables and to understand the importance of proper nutrition. With your support, we'll offer a scholarship to the first-ever Capital Area Food Bank Garden Summer Camp.