



2010 Holiday Food and Fund Drive Sponsorship Benefits

	Silver (\$25,000)	Gold (\$40,000)	Platinum (\$60,000)
Sponsorship Web Page	✓	✓	✓
Barrel Wraps	✓	✓	✓
Posters	✓	✓	✓
Warehouse Banner	✓	✓	✓
Awards Event Program	✓	✓	✓
Biodegradable Plastic Bags		✓	✓
Radio Advertising		✓	✓
Print Advertising			✓
TV PSA			✓

Barrel



Sponsor Logos Here

Poster



Print Advertising



Radio Advertising





Platinum Benefits

\$60,000 Sponsorship

Media Benefits

☐ **Print Advertising (50,000 Impressions)**

Your corporate logo will be featured for two weeks in a full color island advertisement (almost a full page) in either the San Jose Business Journal or the San Francisco Business Times

☐ **Radio Advertising**

Your company will be featured in a 60-second campaign- related radio spot that will run at least 100 times over a one week period

☐ **TV PSA**

Your company will be featured in a 15-second campaign-related television spot that will run at least 40 times during November and December

Printed Materials

Your corporate logo will be included on the following Holiday Food and Fund Drive collateral materials seen by over **600,000** participants at over **1,500** locations:

☐ **Biodegradable Bags**

300,000 food collection bags distributed to individuals participating in food drives

☐ **Barrel Wraps**

Food collection barrels located at grocery stores, businesses, congregations and schools

☐ **Posters**

20,000 posters displayed at businesses and organizations hosting Holiday Food and Fund drives

☐ **Warehouse Banners**

*A 10' x 5' campaign banner that is displayed in our San Jose and San Carlos distribution centers between October and April (**30,000 impressions**)*

☐ **Awards Event Program**

300 programs are distributed to guests attending the annual Awards Event; guests include representatives from local corporations, congregations and foundations who support Second Harvest

Online Recognition

☐ **Website (10,000 impressions)**

Your logo will be featured on the www.SHFB.org sponsorship page



Gold Benefits

\$40,000 Sponsorship

Media Benefits

☐ **Radio Advertising**

Your company will be featured in a 60-second campaign-related radio spot that will run at least 100 times over a one week period

Printed Materials

Your corporate logo will be included on the following Holiday Food and Fund Drive campaign collateral materials seen by over **600,000** participants at **1,500** locations:

☐ **Biodegradable Bags**

300,000 food collection bags distributed to individuals participating in food drives

☐ **Barrel Wraps**

Food collection barrels located at grocery stores, businesses, congregations and schools

☐ **Posters**

20,000 posters displayed at businesses and organizations hosting Holiday Food and Fund drives

☐ **Warehouse Banners**

*A 10' x 5' campaign banner that is displayed in our San Jose and San Carlos distribution centers between October and April (**30,000 impressions**)*

☐ **Awards Event Program**

300 programs are distributed to guests attending the annual Awards Event; guests include representatives from local corporations, congregations and foundations who support Second Harvest

Online Recognition

☐ **Website** *Your logo will be featured on the www.SHFB.org sponsorship page (**10,000 impressions**)*



Silver Benefits

\$25,000 Sponsorship

Printed Materials

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☐ **Barrel Wraps**

Food collection barrels located at grocery stores, businesses, congregations and schools

☐ **Posters**

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☐ **Awards Event Program**

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Online Recognition

☐ **Website**

*Your logo will be featured on the www.SHFB.org sponsorship page (**10,000 impressions**)*



TAMI CÁRDENAS, DIRECTOR OF DEVELOPMENT
SECOND HARVEST FOOD BANK of SANTA CLARA and SAN MATEO COUNTIES
(408) 694-0025 | TCARDENAS@SHFB.ORG
WWW.SHFB.ORG



2010 Holiday Food and Fund Drive Sponsorship Pledge Form

Santa Clara County
750 Curtner Avenue
San José, CA 95125-2118
408.266.8866 ph
408.266.9042 fax

San Mateo County
1051 Bing Street
San Carlos, CA 94070-5320
650.610.0800 ph
650.610.0808 fax

YES! Please include my company as a Holiday Food and Fund Drive Sponsor at the following level:



Please Choose One:

- _____ \$60,000 (Platinum Sponsorship)
- _____ \$40,000 (Gold Sponsorship)
- _____ \$25,000 (Silver Sponsorship)

Corporate Logo

In order to ensure that the logo placed on all collateral is the most current, please email a black & white and color version of your logo to Alisa Tantraphol at atantraphol@shfb.org. Both files must be in **.EPS** format.

Contact Information

Contact Person: _____

Title: _____

Company: _____

Address: _____

Email Address: _____

City, State and ZIP: _____

Phone: _____

Fax: _____

I understand that by signing this commitment letter, I agree to the sponsorship level indicated above on my company's behalf. I also agree to send sponsorship funds to Second Harvest by **June 30, 2011** and to email our corporate logo by **August 31, 2010**.

Signature

Date

Please send signed form via fax (408) 266-9042 or a scanned copy with original signature (atantraphol@shfb.org) to Alisa Tantraphol, Corporate and Foundation Relations Manager, by **August 31, 2010**.

Thank you for your support of Second Harvest Food Bank!

SECOND HARVEST FOOD BANK of SANTA CLARA and SAN MATEO COUNTIES

Need Food? (800) 984-3663 | Want to Donate? (866) 234-3663

www.SHFB.org

Providing food for people in need in our community.