



# June 10, 2020

## Charlotte Convention Center

### SCHOOL'S OUT, BUT HUNGER NEVER TAKES A VACATION

#### WHAT IS SORT-A-RAMA?

Sort-A-Rama is a half-day of volunteer service jam-packed with energy, networking and team-building. It offers employees and customers a fun, meaningful opportunity to combine volunteerism with employee engagement and customer relations by bagging food for distribution across the Food Bank's 19 county service area. To accomplish this, volunteers gather at the Convention Center to spend the morning sorting and packing meals.

#### SORT-A-RAMA HELPS STOP SUMMER HUNGER

Sadly, no school means no breakfast and lunch for thousands of children when they are out of school in the summer. With school meals not available, families turn to the Food Bank and its partner agencies for the extra food. With summer being the lower donation time for both food and funds, Sort-A-Rama shines a light on an important time to help kids and families.

#### Sponsorship Benefits

	Presenting Partner \$10,000	Major Partner \$5,000	Supporting Partner \$2,500
Maximum number of volunteers on the event day	150	100	50
Sector exclusivity at Presenting Partner level	√		
Company spokesperson opportunities for media interviews	√	√	
Featured in the next printed Blessings newsletter (12,000 distribution)	√	√	
Partner name and logo on collateral and digital materials	√	√	√
Partner name and logo on event banners	√	√	√
Partner name and logo with link on the Food Bank website	√	√	√
Partner name and logo on display during the event	√	√	√
Social media collaboration (Facebook, Twitter, Instagram)	√	√	√
Public relations visibility, including partner name listing in press materials	√	√	√
Support for traditional media outreach to radio, print, TV	√	√	√
Group and action photographs of employees provided post event	√		
Exhibit table for company promotional materials at event	√		



#### SORT-A-RAMA GOALS

- Assemble thousands of meals to distribute to families in need.
- Provide meals for children when they are out of school in the summer.
- Raise awareness about the mission and work of the Food Bank.
- Provide companies and up to 1,000 volunteers a meaningful team-building and client relations opportunity.

#### SAR PARTNERS RECEIVE:

- All food products and sorting supplies and event logistics support.
- Benefits (details at left) including volunteer slots for employees or customers.
- Group photos and photography of volunteers in action.
- Public relations and social media engagement and support for all companies involved.



TO BE A SPONSOR





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## Sponsorship Form

Thank you for inviting us to support this year's event. We would like to participate at the sponsorship level below.  
(please choose one)

\_\_\_\_\_ \$10,000 Presenting Partner      \_\_\_\_\_ \$5,000 Major Partner      \_\_\_\_\_ \$2,500 Supporting Partner

Company Name \_\_\_\_\_

Phone \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Email \_\_\_\_\_

Please make checks payable to Second Harvest Food Bank of Metrolina and note SORT-A-RAMA EVENT SPONSOR in the memo section.

**Please return this form to:**

Donna Ragan, Marketing and Communications Manager  
c/o Second Harvest Food Bank of Metrolina  
500-B Spratt St., Charlotte, NC 28206  
or email to [dragan@secondharvest.org](mailto:dragan@secondharvest.org)

