

17th Annual HELP Dinner and Silent Auction

SPONSORSHIP PROPOSAL

- **Who:** CUMAC, a 501(c) 3 nonprofit agency, feeds people and changes lives. It has been serving the community for over 30 years, working to alleviate hunger and its root causes for those in need in Paterson, Passaic County, and northern New Jersey.
- **What:** 17th Annual HELP Dinner: Signature volunteer recognition and fundraising event.
- **Where:** The Tides Estate, 1245 Belmont Avenue, North Haledon, New Jersey
- **When:** November 18th, 2014
- **Why:** A significant, wide-reaching marketing platform for business identification and exposure. Provides your organization with the opportunity to illustrate a company customer relationship through community service and support.
- **Investment:** Sponsorship levels range from \$350-\$2,000 with fully customizable options.
- **Outreach:** Our network of individual donors, volunteers and supporter is over 2,000. Combine that with our more than 600 corporate, civic, faith, and school groups who share our messages with their membership and our advertisement of the event can reach well over 10,00 people.



Our 17th Annual HELP Dinner is a time for us to recognize our amazing volunteers and the more than 25,000 hours they put in each year at CUMAC while raising money for our shared cause. This event allows us to present a young deserving student with the Don Brown Memorial Scholarship, thank outstanding volunteers who go above and beyond in their support of CUMAC's mission with the Banfield-Coxe Award, and honor one exceptional volunteer in his or her exemplary work with the President's Award. The HELP Dinner allows us to share CUMAC and the community's current needs as well as stories of the lives our supporters have impacted, inspiring us all to go forward in our shared mission.

A MARKETING INVESTMENT WHAT YOUR SPONSORSHIP ACHIEVES

- Generate leads and open doors. Exhibit at the dinner and reach out to prospective new customers directly with visible presence and messaging.
- Position yourself against the competition. Take advantage of the Bountiful Feast Sponsorship and stand out with the most prominent visibility. Differentiate your product and shut out the competition.
- Build your brand and foster loyalty among customers who see your partnership with CUMAC and support in the community.
- With our broad support base, your potential reach in messaging is extensive.

MARKET REACH

Facebook "likes"	525 and counting
Twitter followers	300 and growing
Email subscribers	1700 and growing
Web site visits	Averaging over 2,000 unique visitors each month
Individual donors, volunteers, supporters	Nearing 2,000
Corporate, civic, faith, and school groups	Over 600 groups who share our messages with their membership

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CUMAC served 34,000 people *last year*, and we're on track to feed and serve nearly 35,000 this year! The best way you can support the HELP Dinner and CUMAC's efforts to feed people and change lives is through a sponsorship or Dinner Program ad. **We have a variety of sponsorships available, which can include custom options like renaming to reflect your company brand.** You can also place an ad in the Program to congratulate one of our honorees, show your support of CUMAC's work or get your message out to a new audience.

Bountiful Feast Sponsor (\$2,000)

Your gift will help keep 1 chronically homeless adult in supportive housing in Place of Promise, and you will receive:

- Prominent signage at event
- Full-color, full-page ad on back cover of Program*
- Prominent recognition on our website for 1 year, with link to your website
- Inclusion in 2 email blasts (one prior to event, one after) to our 1,700 supporters across northern NJ
- Most frequent inclusion in event PowerPoint
- Highlighted mention in all event press releases
- Ten tickets (full table) to the event

Chef's Selection Sponsor (\$1,000)

Your gift will keep our fridges—packed with meats and veggies—running for a week, and you will receive:

- Full-color, full-page ad on inside cover of Program*
- Recognition on our website for year, with link to your website
- Inclusion in 2 email blasts
- Frequent inclusion in event PowerPoint
- Mention in event press releases
- Six tickets to the event

▶ All Sponsors are welcome to display materials or conduct a giveaway at the event. Please contact Leigh at events@cumacecho.org to arrange.

Healthy Meal Sponsor (\$600)

Your gift will keep our warehouse ready to provide vital disaster relief services, and you will receive:

- Full-color, full-page ad in Dinner Program
- Recognition on our website for year, with link to your site
- Inclusion in 2 email blasts
- Appropriate inclusion in event PowerPoint
- Four tickets to the event

DINNER PROGRAM ADS

Every dollar helps to provide critical community programs!

Full-Page (5.5" x 8.5").....	\$200
Half-Page (5.5" x 4.25").....	\$150
Quarter-Page (2.75" x 4.25").....	\$75
Boosters (per name).....	\$10

*Cover ads filled on first come first serve basis.

Soup D'Jour Sponsor (\$350)

Your gift will feed a family of four for over a month, and you will receive:

- Full-color, full-page ad in Dinner Program
- Recognition on our website for year, with link to your site
- Inclusion in 2 email blasts
- Appropriate inclusion in event PowerPoint
- Two tickets to the event

Build Your Own Burger (varied)

- Fully customizable sponsorships available, contact Leigh Ross (events@cumacecho.org)

Sponsorships and ads must be submitted by Friday, October 24, 2014. Ad copy, logos, images or photos can be emailed to Leigh at events@cumacecho.org. You can reserve by phone, online, or by submitting the enclosed form. Please feel free to share sponsorship and ad information with colleagues or local businesses which may also be interested in supporting CUMAC's work.



CUMAC
Feeding People & Changing Lives

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