

SPONSORSHIP OPPORTUNITIES

Title Sponsor

- Prominent name and logo displayed on 10,000 printed paper plates
- Prominent feature in video/promotional materials
- The promotional materials will feature 5-8 individuals representing the different faces of people who are hungry for change:
 - Adults who are hungry
 - Community/business leaders who endorse the Hungry for Change Campaign
 - Celebrities
- The title sponsor, if it so chooses, would be one of the featured individuals/organizations of the promotional collateral and video materials. The video will appear in paid advertisements, in the Hunger Free Colorado campaign website, and distributed virally via social media.
- Company name and status as Title Sponsor prominently mentioned in all promotional collateral and video materials
- Company name and status as Title Sponsor prominently mentioned in campaign press materials, interviews, coverage
- Name listed with link on Hunger Free Colorado’s social media sites (Facebook and Twitter)
- Logo with link on Hunger Free Colorado’s website
- Recognition at multiple events leading up to and including the culmination event, including:
 - Business Breakfast
 - Hunger Summit
 - Hungry for Change Event

Affiliate Sponsor

- Prominent name and logo displayed on 10,000 printed paper plates
- Company name and status as Affiliate Sponsor prominently mentioned in all promotional collateral and video materials
- Company name and status as Affiliate Sponsor prominently mentioned in campaign press materials
- Name listed with link on Hunger Free Colorado’s social media sites (Facebook and Twitter)
- Logo with link on Hunger Free Colorado’s website
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To become a sponsor and help to end hunger in Colorado, please contact
Kathy Underhill, Executive Director at 720-328-1284 or kathy@hungerfreecolorado.org.



Hunger Free Colorado is the state’s leading anti-hunger organization leveraging the power of collaboration, system change, policy change and social change to end hunger in Colorado.

Fill up on information on how to help at HungerFreeColorado.org

2222 S. Albion St. #360, Denver, CO 80222 | 720-328-1284



SPONSORSHIP OPPORTUNITIES FOR THE “HUNGRY FOR CHANGE” CAMPAIGN

Hunger Free Colorado’s campaign to elevate awareness, understanding and engagement with the issue of solving hunger in our state.



More than 600,000 Coloradans struggle to put food on their tables. Hunger affects our communities in a variety of ways—from a strong work force to job creation, education, health care and more. Recent research and polls show that the elimination of hunger is an issue with broad economic and political support among Coloradans.

We invite you to join this public awareness campaign that will show Coloradans that there are ways they can get involved in the solution to this pressing problem—and that your company is an active partner in helping stop hunger in our state.

INTRODUCING THE “HUNGRY FOR CHANGE” CAMPAIGN.

Our campaign will:

- Elevate the reality of hunger in our state by making it more visible
- Inform thousands of Coloradans that hunger is an issue that deserves our immediate and collective attention
- Demonstrate the depth of the hunger problem in Colorado and the vast number (more than 600,000) that are hungry or food insecure
- Educate people that although hunger is a complex issue, it can be solved in a multitude of ways
- Mobilize and unite Coloradans to come together to find ways to solve the problem beyond simply donating cans of food
- Lay the groundwork for ongoing public engagement with the issue of hunger through Hunger Free Colorado (HFC) and its stakeholders

YOU CAN BE PART OF A CAMPAIGN THAT WILL HELP END HUNGER IN COLORADO.

The power of 10,000 Paper Plates, all telling a story of hunger.

OUR SYMBOL OF CHANGE IS A PAPER PLATE:

Each plate symbolizing someone who struggles to have enough to eat for them or their family. Each plate shows the possibility for change. Each plate signifies a person who can be part of the solution.

CAMPAIGN GOALS: To expand and change the way Coloradans *think, feel and act* toward the issue of hunger while encouraging them to **take one simple NEW step** that will elevate their awareness of hunger and seal their commitment towards change.

WHAT THE CAMPAIGN WILL ACCOMPLISH:

We will collect the diverse voices, concerns and ideas of Coloradans and unite them on the definition of hunger, the reason it is an issue of top concern, and ways we can end it in our state. The goal is to collect 10,000 personally decorated paper plates to unveil and display as a symbol for change. Each plate may have a person’s signature, or tell their story in words or images—but they will be a compelling and unforgettable symbol for sure.

BE PART OF A STATEWIDE NETWORK OF

CHANGE: Leveraging HFC’s vast network of anti-hunger partner organizations across the state, HFC will equip partners with **Plate Distribution and Collection kits**—both on-line and off-line versions of the kits.

The campaign will culminate at a special event emphasizing more creative and constructive ways to end hunger.

This grassroots distribution, collection, marketing and outreach campaign will be supported by robust social media, earned media and targeted paid media to build awareness of the effort and our key local partners as well as to drive action.

TIMELINE

SEPTEMBER 2011
– MARCH 2012

September 2011

“Hungry for Change” event plans announced at the HFC Business Breakfast event

October 2011

“Hungry for Change” Campaign kick-off launch at HFC’s Hunger Summit sponsored by Wal-Mart®

October 2011– February 2012

“Hungry for Change” community outreach paper plate kit distribution and collection supported by a mix of promotion vehicles, including:

- Earned media
- Social media
- Website promotion
- Campaign videos
- Paid advertising

April 2012

“Hungry for Change” culmination event (location TBD)

YOU ARE MOST LIKELY TO BE HUNGRY IN COLORADO IF YOU’RE BETWEEN THE AGES OF 0 TO 5.