

2021 SPONSORSHIP DECK



# AVENUE29 FOODS, INC.

**A CRUELTY FREE FOOD COMPANY**

**SPONSORSHIP DECK**

PREPARED BY: NICK "THE MEATLESS MARKETER"



## OUR MISSION



Our passion is our meatless food creations. But our **mission** is to rescue, re-home and rehabilitate animals in need through our animal rights organization, The Soho Project.

That's why we rely on great sponsors like you to help offset our costs so we can fund more rescue missions all across the globe.



Soho, rescued Nov 2014  
In Loving Memory

Help Us  
Help Them!



# YEAR 1: JUNE 2015 HOW IT STARTED

Seeking a way to promote their animal rights organization, the "Cooking For A Cause" idea came about one day, and the start-up marketing company found themselves as new event food vendors virtually overnight. They began cooking and selling one of the first meatless & healthy street-food products of its kind. After a series of 26 summer events, they became locally famous for their table side guacamole and protein-packed Quinoa Bowls. A new company and their cause was launched that year.





## YEAR 2: 2016 THE BURGER THAT CHANGED THE GAME

After a successful year 1 run with the Quinoa Bowl, the game changed when the company entered a local 31-year old competition; the "Hamburg BurgerFest". They found their identity and rebranded to Avenue29 Foods, while amplifying their animal rights cause. Needless to say, their meatless creation upset the old time meat-heads when they stole the show and their vegan burger creation won the overall Best Burger Award in 2016.







# SPONSOR OPPORTUNITY & EVENT MARKETING BENEFITS



## REDUCED CUSTOMER ACQUISITION COST

**SAVE**

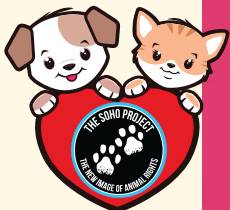
## ACCESS HIGH-TRAFFIC EVENTS FOR A FRACTION OF THE COST



# INCREASE WEB TRAFFIC ORGANICALLY



## PENETRATE MULTIPLE MARKETS SIMULTANEOUSLY



## REINFORCE CUSTOMER LOYALTY THROUGH CAUSE ASSOCIATION



# 2021 EVENT SEASON



Outer Harbor Food Truck Rodeo  
3 Days



Creators on The Boardwalk Series  
3 Days



September 25th - 26th  
2 Days



August 28th - 29th  
2 Days



25 Weeks Every Saturday  
June 5th - Nov 20th



24 Weeks Every Thursday  
May 13th - Oct 21st



Lewiston Artisan Farmers Market

19 Weeks Every Saturday  
June 5th - Oct 9th



Tent vending vs. food trucks offers a  
higher level of customer engagement

**78**  
**TOTAL**  
**EVENTS**

**450,000**  
**EVENT SIGNAGE**  
**MEDIA IMPRESSIONS**

**850,000**  
**SOCIAL**  
**MEDIA IMPRESSIONS**

**550,000**  
**ADDITIONAL**  
**PRINT & EMAIL MEDIA IMPRESSIONS**

**65,000**  
**REAL ENGAGEMENTS**  
**WITH CUSTOMERS**

**1,915,000**  
**TOTAL MEDIA**  
**IMPRESSIONS & ENGAGEMENTS**

**MEDIA IMPRESSIONS & ENGAGEMENT STATISTICS**

# SOCIAL MEDIA STATISTICS

Our following & customers combine Avenue29 Foods & The Soho Project which both support one another's core engagements

3,000

Weekly email subscribers

200

Average monthly social media engagements

3,500

Social Media Audience Base



ONLINE ENGAGEMENT STATISTICS





# 2021 SPONSORSHIP EVENT PACKAGES!

## **SIGNATURE** **\$5,000**

**ALL ACCESS!**

**ALL MARKETS & ALL EVENTS  
+ TOP MEDIA PACKAGE!**

## **PREMIER** **\$2,500**

**50/50 ACCESS!**

**1/2 MARKETS & EVENTS  
+ MINI MEDIA PACKAGE!**

## **PARTICIPATING** **\$1,000**

**LIMITED ACCESS!**

**EVENTS ONLY  
+ LOGO MEDIA PACKAGE!**

### **EVENT PACKAGE**

**CATEGORY EXCLUSIVE  
LARGE ON SITE SIGNAGE  
PRODUCT PLACEMENT  
ONLINE PROMO CODE  
LOGO ON MENUS**

### **MEDIA PACKAGE**

**2 VIDEOS OF SPONSORED PRODUCT  
WEEKLY EMAIL MENTIONS  
BLOG WRITE UP / PRODUCT REVIEW  
PRESS RELEASE MEDIA MENTIONS  
WEEKLY SOCIAL MEDIA MENTIONS**

### **EVENT PACKAGE**

**SMALL ON SITE SIGNAGE  
ONLINE PROMO CODE  
LOGO ON MENUS**

### **MEDIA PACKAGE**

**1 VIDEO OF SPONSORED PRODUCT  
WEEKLY EMAIL LOGO  
PRESS RELEASE THANK YOU  
EVENT SOCIAL MEDIA MENTIONS**

### **EVENT PACKAGE**

**LOGO ON MENUS**

### **MEDIA PACKAGE**

**WEEKLY EMAIL LOGO  
SOCIAL MEDIA THANK YOU  
WITH LOGO**



**NEW**

**SPICES**

Our secret flavor blasting recipes! All natural with no added sugars ever!

**SAUCES**

Our award winning burger sauces & signature dressings!

**SALSAS**

Freshly made and paired with our chip sponsor for the season!

# ***ADD ON PRODUCT SPONSORSHIPS***



***WANT YOUR BRAND ON  
THOUSANDS OF DELICIOUS  
PRODUCT LABELS?***

***JUST \$.50 PER ITEM!  
QUANTITIES OF 500 - 5000***



***ONLINE SALES &  
MARKET SALES***

# PREVIOUS YEARS SPONSORS

**NATIONWIDE INSURANCE  
LULUBEAN PET TREAT COMPANY  
WEST HERR MERCEDES BENZ  
KORE MARKETING  
VANITY SALON  
IMPULSEGUIDE  
KELLER WILLIAMS  
P&B CAPITAL GROUP  
GLOBAL WELLNESS SOLUTIONS  
BIKEORBAR  
LAW OFFICES OF MATTHEW ALBERT ESQ.  
LAW OFFICES OF WILLIAM MATTER**

*Our continued  
gratitude*



# MEET THE FOUNDER

**NICK MUSSOLINI, CAUSE-DRIVEN ENTREPRENEUR  
MEATLESS MARKETER + AWARD WINNING CHEF  
CONTENT CREATOR & ANIMAL RIGHTS ACTIVIST**



Founder - Host -  
Podcaster & YouTuber



Founder - Award  
Winning Chef &  
Meatless Marketer



Founder -  
Cause-Based  
Apparel Line



Founder - Animal Rights  
Activist - Donor &  
Rescuer



**CONNECT WITH NICK!**

NICK@AVENUE29FOODS.COM  
716-574-1188 (CALL OR TEXT!)

# GET MORE INVOLVED WITH OUR CAUSE!



The Soho Project was founded in January 2015, in loving memory of Soho, the stray cat rescued from the freezing cold in downtown, Buffalo. After 2 months of his battle to survive, his peaceful passing was turned into a legacy to start The Soho Project.

Our “Cooking For A Cause” events have offered an interactive and highly engaging experience to support our cause and further our mission.

At the expansion of Avenue29 Foods, our partnerships with our sponsors continue to be paramount as we forge ahead to save more lives. We offer a streamlined approach in cause-based marketing opportunities to enhance our partners corporate social responsibility and make an even greater impact on their communities.



To see how else you can help us make an impact and get more involved with The Soho Project, please contact [info@thesohoproject.org](mailto:info@thesohoproject.org)





**THANK YOU  
FOR YOUR  
TIME!**

[WWW.AVENUE29FOODS.COM](http://WWW.AVENUE29FOODS.COM)