

**SATURDAY JUNE 27**  
**AT HOMETRUST PARK**



# Sponsorship Opportunities

Benefiting  
**FOOD**  
connection

## Event Overview

Join us for a **FREE, family-friendly** concert festival with 3 live bands, food, and fun—all while raising vital funds to support Food Connection's mission to reduce food waste and ease hunger in WNC. **More at [Food-Connection.org](https://www.food-connection.org)**

**Your sponsorship** helps ensure families have reliable access to nourishing food while providing meaningful visibility for your business.

## Event Highlights

- Estimated attendance: 1,000 community members
- Live performances from 3 local bands
- Family activities, food, and sponsor booths
- Food Connection Raffle with prizes
- Broad demographic reach: families, seniors, and young adults
- Significant local media coverage and social media promotion

## Contact:

**[Natasha@Food-Connection.org](mailto:Natasha@Food-Connection.org)**  
**617-216-8657**

## Gold Sponsor – \$10,000

- Prominent logo placement on event banner and website (with link)
- Address the crowd on-stage
- **Premium 10×20 ft booth space** in high-traffic area (full display)
- Inclusion in Family Jam advertising campaigns
- Featured spotlight in event newsletter
- Multiple tagged social media posts and stories (pre/post-event)

## Silver Sponsor – \$5,000

- Logo placement on event banner and website (with link)
- Group recognition during event announcements
- Logo included in event newsletter sponsor section
- One dedicated social media post (Instagram & Facebook)
- Standard **10×10 ft booth space**

## Bronze Sponsor – \$2,000

- Logo displayed on shared event banner and website
- Group recognition during event announcements
- Shared social media post featuring Friend-level sponsors
- Standard **10×10 ft booth space**

## Friend Sponsor – \$500

- Logo displayed on shared event banner and website
- Group recognition during event announcements
- Shared social media post featuring Friend-level sponsors

## Why Sponsor?

- **Reach a broad, engaged audience of families and community members**
- **Align your brand with a trusted, mission-driven nonprofit**
- **Gain visibility through multi-channel promotion**
- **Demonstrate your commitment to community well-being**

## Additional Opportunities:

- **Kids Activity Zone Sponsor** (ideal for family-focused brands)
- **Food & Beverage Sponsor** (aligned with culinary partners)
- **Sustainability Sponsor** (highlighting mission alignment)