



# Spring Melt

**Sponsorship Opportunities**

April 20, 2024



FOODFORWARD.ORG



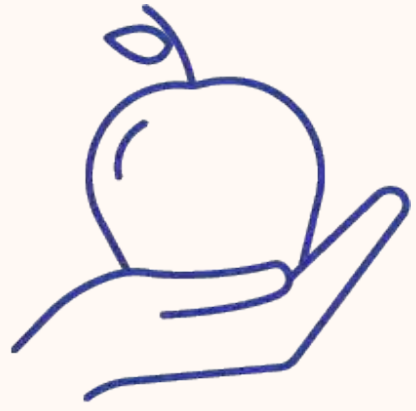
# FOOD FORWARD®

is an innovative 501(c)(3) nonprofit that fights hunger and prevents food waste by rescuing fresh surplus produce, connecting this abundance with people experiencing food insecurity, and inspiring others to do the same.

**We invite you to sponsor the Spring Melt—an evening of friends, food, and cocktails in a historic Hollywood location!**

Join us to celebrate 15 years of serving communities and help Food Forward reach our goal of providing at least half a billion servings of fresh fruits and vegetables in 2024 to people experiencing food insecurity!





## Why?

In the United States, 1 in 10 households are food insecure. At the same time, 35% of the food produced is unsold or uneaten. **Food Forward rescues millions of pounds of fresh produce every year and distributes it free of charge to communities throughout Southern California and the surrounding region.** Recovering this volume is helping to mitigate the climate challenge—in its 15-year history, Food Forward has prevented the emissions of more than 340,000 metric tons of CO2 equivalent by preventing this fresh food from going to waste!

### Align Yourself with a Transformative Organization

Food Forward has been recognized by the EPA and other high-profile partners for its commitment and efficacy in addressing food waste, climate change, and access to healthy food.

### Support The Fight Against Hunger And Food Waste

Your support helps Food Forward distribute enough produce each day to provide more than 250,000 people with their five daily servings of fruits and vegetables, while educating our supporters about the social and environmental impact of food recovery.

### Connect With Your Community

Join the ranks of some of Southern California's best chefs, brands, tastemakers, and changemakers in ensuring that Food Forward will continue to thrive. Along with the 300 attendees, the event will be promoted to Food Forward's online reach of more than 32K!

*You* can help **Food Forward** by sponsoring the Spring Melt, purchasing tickets, or working with our team on a customized package of annual support. Your sponsorship will help us recover fresh, healthy food and share this abundance with our hunger relief partners who serve people experiencing food insecurity throughout LA and Ventura Counties and across California and neighboring states.

Your gift may be tax-deductible as allowed by law. Event tickets go on sale mid-February at [foodforward.org](https://www.foodforward.org). Sponsorship opportunities will close April 10th.

For more information or to sponsor the Spring Melt, contact **Allison Garlick**, Strategic Partnerships Manager  
[allison@foodforward.org](mailto:allison@foodforward.org) (774) 991-0534





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## SPONSORSHIP OPPORTUNITIES

A cornucopia of sponsorship options include admission to the event and the opening reception, reserved parking, and a variety of promotional opportunities to showcase your support both on site at the event and across Food Forward digital platforms.



## WATERMELON - \$50,000

Admission for 12

Help Food Forward donate more than **625,000 pounds** of produce to communities experiencing food insecurity.

- Access for 12 to pre-event reception featuring special guests and Founder/CEO Rick Nahmias
- Guaranteed onsite parking (up to 6 vehicles)
- Premier logo placement with link on website, promotional emails, social media
- Premier logo placement onsite at event entry
- Additional placement of logo onsite with food partners
- Acknowledgement from the event stage
- Dedicated social media post acknowledging the impact of your support
- Post-event benefits:
  - Custom-designed “fruit label” added to new Food Forward electric truck
  - Option for customized volunteer harvest experience for your company (up to 10 people)
  - Inclusion in Food Forward 2024 Annual Report (online Spring 2025)
  - Additional custom promotions available - *let's discuss!*



## POMELO - \$25,000

Admission for 10

Help Food Forward donate more than **312,000 pounds** of produce to communities experiencing food insecurity.

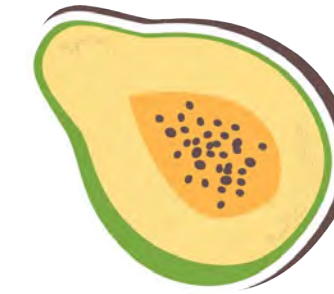
- Access for 10 to pre-event reception featuring special guests and Founder/CEO Rick Nahmias
- Guaranteed onsite parking (up to 5 vehicles)
- Secondary logo placement with link on website, promotional emails, social media
- Secondary logo placement onsite at event entry
- Additional placement of logo onsite with food partners
- Acknowledgement from the event stage
- Dedicated social media post acknowledging the impact of your support
- Post-event benefits:
  - Custom-designed “fruit label” added to new Food Forward electric truck
  - Inclusion in Food Forward 2024 Annual Report (online Spring 2025)



**MEYER - \$10,000**  
**Admission for 8**

Help Food Forward donate more than **125,000 pounds** of produce to communities experiencing food insecurity.

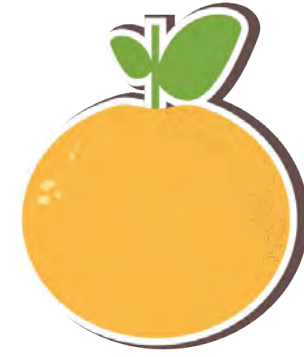
- Access for 8 to pre-event reception featuring special guests and Founder/CEO Rick Nahmias
- Guaranteed onsite parking (up to 4 vehicles)
- Logo included with link on website, promotional emails, social media
- Logo included onsite at event entry
- Additional placement of logo onsite with food partners
- Acknowledgement from the event stage
- Dedicated social media post acknowledging the impact of your support
- Post-event benefits:
  - Custom-designed “fruit label” added to new Food Forward electric truck
  - Inclusion in Food Forward 2024 Annual Report (online Spring 2025)



**PAPAYA - \$7,500**  
**Admission for 6**

Help Food Forward donate more than **93,000 pounds** of produce to communities experiencing food insecurity.

- Access for 6 to pre-event reception featuring special guests and Founder/CEO Rick Nahmias
- Guaranteed onsite parking (up to 3 vehicles)
- Logo included with link on website, promotional emails, social media
- Logo onsite at event entry
- Additional placement of logo onsite with food partners
- Inclusion in social media post acknowledging our sponsors' support
- Post-event benefits
  - Inclusion in Food Forward 2024 Annual Report (online Spring 2025)



## MANDARIN - \$5,000

Admission for 4

Help Food Forward donate more than **62,000 pounds** of produce to communities experiencing food insecurity.

- Access for 4 to pre-event reception featuring special guests and Founder/CEO Rick Nahmias
- Guaranteed onsite parking (up to 2 vehicles)
- Logo included with link on website, promotional emails, social media
- Logo onsite at event entry
- Inclusion in social media post acknowledging our sponsors' support
- Post-event benefits
  - Inclusion in Food Forward 2024 Annual Report (online Spring 2025)



## KEY LIME - \$2,500






















Admission for 2

Help Food Forward donate more than **31,000 pounds** of produce to communities experiencing food insecurity.

- Access for 2 to pre-event reception featuring special guests and Founder and CEO Rick Nahmias
- Guaranteed onsite parking (1 vehicle)
- Logo/name included on website, promotional emails, social media
- Inclusion in social media post acknowledging our sponsors' support
- Post-event benefits
  - Inclusion in Food Forward 2024 Annual Report (online Spring 2025)



# SPONSORSHIP PACKAGES

	WATERMELON \$50,000	POMELO \$25,000	MEYER \$10,000	PAPAYA \$7,500	MANDARIN \$5,000	KEY LIME \$2,500
Tickets to event	12	10	8	6	4	2
Admission to Opening Reception	12	10	8	6	4	2
Guaranteed Parking Spots	6	5	4	3	2	1
Logo on website, promotional emails, social media	Premier	Secondary	Logo with link	Logo with link	Logo with link	Logo
Logo placement onsite at event entry	Premier	Secondary				
Additional placement of logo onsite with food partners						
Acknowledgement from the event stage						
Inclusion in social media post	Dedicated post	Dedicated post	Dedicated post	Tagged	Tagged	Tagged
Custom-designed “fruit label” on Food Forward’s new electric truck						
Option for customized volunteer harvest experience for your company (up to 10)						
Additional custom promotions available— <i>let’s discuss!</i>						
Acknowledgement in Food Forward 2024 Annual Impact Report (published 2025)						

## Add-on Support:

Add one of the following flavors to your sponsorship or purchased tickets! (These opportunities do not include tickets.)

### Say CHEESE! (One available) • \$1,000

Collaborate with Clementine's Annie Miler to design and name the grilled cheese of your dreams!

### ORANGE You Glad • \$1,000

Support Food Forward and ensure Spring Melt admission for 2 volunteers or community partners who could not otherwise attend this special celebration.

### FRUIT SET the Stage • \$5,000

Help support the event audio and visuals and receive prominent signage by the stage.

For more information or to sponsor the Spring Melt, contact **Allison Garlick**, Strategic Partnerships Manager  
[allison@foodforward.org](mailto:allison@foodforward.org) (774) 991-0534

#### Safety Notice

The April 20, 2024 event will be held both outdoors on the studio lot and inside on a soundstage. Please note that in the event of city, county, state, or other closures, sponsors will be informed of alternative promotional benefits. We appreciate your flexibility!

