

April 10, 2021

FOOD FORWARD'S<sup>®</sup>  
**Spring**  
**MELT**

SPONSORSHIP  
OPPORTUNITIES



## ABOUT FOOD FORWARD

Food Forward fights hunger and prevents food waste by rescuing fresh surplus produce, connecting this abundance with people in need and inspiring others to do the same.

Surplus fruits and vegetables are rescued from backyard fruit trees, public orchards, farmers markets, and the downtown Los Angeles Wholesale Produce Market. Powered by a small staff and a corps of 10,000 volunteers, Food Forward has distributed over 100 million pounds of produce since our inception. This produce reaches 2 million food insecure individuals across Southern California through our network of 1,800 hunger relief agencies each year.



## JOIN FOOD FORWARD AS WE HARVEST FOOD, FIGHT HUNGER, AND BUILD COMMUNITY TOGETHER

**With the health and safety of our supporters, staff, and community in mind, Food Forward's Spring Melt is going virtual again this year.** Our signature "anti-gala" will bring together the same love of good food, specialty drinks, and community building that our Spring Melt has become known for, all in the comfort of your home. Admission includes access to an hour-long streamed program and a digital party kit with delicious recipes, fun challenges, and a few surprises to encourage our guests to host a Melt-esque dinner party of their very own. Help Food Forward celebrate another year of fighting hunger and food waste by hosting your own dinner party with your pod!

## WHY SPONSOR?

According to the Natural Resources Defense Council, up to 40% of food in the US is wasted. At the same time, 1 in 9 Californians lacks adequate access to food. For the last 12 years, Food Forward has fought this disparity by connecting surplus produce with people experiencing food insecurity.

### ■ ALIGN YOURSELF WITH A TRANSFORMATIVE ORGANIZATION

Food Forward has a bold vision for the future of our food system. Commemorate an existing commitment to our mission or join the movement for the first time by sponsoring this beloved event.

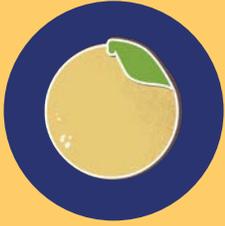
### ■ SUPPORT THE FIGHT AGAINST HUNGER AND FOOD WASTE

Your support helps Food Forward distribute about 1 million pounds of fresh produce every week, while educating our supporters about the social and environmental impact of food recovery.

### ■ CONNECT WITH YOUR COMMUNITY

Join the virtual ranks of some of Southern California's best chefs, brands, tastemakers, and changemakers in ensuring that Food Forward will continue to thrive.

# SPONSORSHIP BENEFITS



**POMELO • \$25,000**

**ADMISSION FOR 16**

*1 Available*

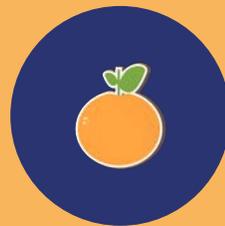
- Help Food Forward bring 250,000 pounds of produce to communities experiencing food insecurity
- 8 mailed Melt-at-Home kits for two
- Premier linked logo/name on event website and promotional materials, including event announcement
- Premier logo/name on a solo title card, presented at the start and end of the streamed program
- Premier spot during the program noting the impact of your support
- Thanked by Food Forward Founder and Executive Director Rick Nahmias during the streamed program
- Included in Food Forward 2021 annual report (published Spring 2022)
- Featured social media post acknowledging the impact of your support
- Virtual "lunch & learn" for your company (up to 100 people)
- Right of first refusal on Title Sponsorship for future Spring Melts



**MEYER • \$10,000**

**ADMISSION FOR 8**

- Help Food Forward bring 100,000 pounds of produce to communities experiencing food insecurity
- 4 mailed Melt-at-Home kits for two
- Linked logo/name on event website and promotional materials, including event announcement
- Logo/name on a title card, presented at the start and end of the streamed program
- Featured spot during the program noting the impact of your support
- Thanked by Food Forward Founder and Executive Director Rick Nahmias during the streamed program
- Included in Food Forward 2021 annual report (published Spring 2022)
- Featured social media post acknowledging the impact of your support



**MANDARIN • \$5,000**

**ADMISSION FOR 6**

- Help Food Forward bring 50,000 pounds of produce to communities experiencing food insecurity
- 3 mailed Melt-at-Home kits for two
- Linked logo/name on event website and promotional materials, including event announcement
- Logo/name on a title card, presented at the start and end of the streamed program
- Thanked by Food Forward Founder and Executive Director Rick Nahmias during the streamed program
- Included in Food Forward 2021 annual report (published Spring 2022)
- Included in a social media post highlighting our sponsors' support



## SPONSORSHIP BENEFITS, CONTINUED



**KEY LIME • \$2,500**  
ADMISSION FOR 4

- Help Food Forward bring 25,000 pounds of produce to communities experiencing food insecurity
- 2 mailed Melt-at-Home kits for two
- Name on event website and promotional materials
- Thanked by Food Forward Founder and Executive Director Rick Nahmias during the streamed program
- Included in Food Forward 2021 annual report (published Spring 2022)



**KUMQUAT • \$1,000**  
ADMISSION FOR 2

- Help Food Forward bring 10,000 pounds of produce to communities experiencing food insecurity
- 1 mailed Melt-at-Home kit for two
- Name on event website and promotional materials
- Thanked by Food Forward Founder and Executive Director Rick Nahmias during the streamed program
- Included in Food Forward 2021 annual report (published Spring 2022)

## ADD-ON PACKAGES



**ORANGE YOU GLAD • \$1,000**

Spring Melt admission for 10 volunteers or community partners who could not otherwise attend this special celebration.

*\*Does not include tickets for you or your guests.*

**TO CUSTOMIZE A SPONSORSHIP OR TO MAKE YOUR COMMITMENT TO SUPPORT, CONTACT EVENTS & PARTNERSHIPS MANAGER ALIA HADDAD.**

 **ALIA@FOODFORWARD.ORG**

 **818-764-1022 EXT. 111**

# SPONSORSHIP BENEFITS

	<b>POMELO</b>  \$25K	<b>MEYER</b>  \$10K	<b>MANDARIN</b>  \$5K	<b>KEY LIME</b>  \$2.5K	<b>KUMQUAT</b>  \$1K	<b>ORANGE YOU GLAD</b>  \$1K
<b>Right of First Refusal as Future Lead Sponsor</b>	✓					
<b>Dedicated Spot During the Streamed Program</b>	Premier Spot	Featured Spot				
<b>Spring Melt Admission</b>	16 Tickets	8 Tickets	6 Tickets	4 Tickets	2 Tickets	
<b>Inclusion on Event Materials</b>	Linked Logo/Name	Linked Logo/Name	Linked Logo/Name	Name	Name	
<b>Logo/Name on Title Card During Streamed Program</b>	Premier Logo on Solo Title Card	✓	✓			
<b>Melt-at-Home Kit for Two</b>	8 Kits	4 Kits	3 Kits	2 Kits	1 Kit	
<b>Inclusion on Event Website</b>	Linked Logo/Name	Linked Logo/Name	Linked Logo/Name	Name	Name	
<b>Verbally Thanked During Streamed Program</b>	✓	✓	✓	✓	✓	
<b>Listing in Annual Report</b>	✓	✓	✓	✓	✓	
<b>Social Media Recognition</b>	Dedicated Instagram Post	Dedicated Instagram Post	✓			
<b>Virtual Lunch &amp; Learn Opportunity</b>	Up to 100 People					
<b>Admission for 10 Volunteers or Community Partners</b>						✓

“ Now, more than ever, Seeds of Hope’s partnership with Food Forward has been pivotal in allowing us to provide direct relief to those experiencing food insecurity. Thanks to Food Forward’s produce donations, we have been able to triple the quantities of food received in order to deliver more to those who need it most....Many families come week after week, and express gratitude for the quality of nutritious produce they get to take home.

SEEDS OF HOPE  
Echo Park/Hollywood



“ We are so grateful for the partnership we have with Food Forward. [They] make it possible to provide hundreds of families with fresh fruits and vegetables every week.

ADELANTE  
Comunidad Conejo, Conejo Valley