{media sponsorship package}

*Food for Thought* 2013

*Mission Graduates presents the 5th annual Food for Thought, a Mission District signature event. Thousands of diners from all over the Bay Area will eat at one of the many participating restaurants. This is your opportunity to support Mission youth and families while partnering with a Mission organization with 40 years of community presence.*

Wednesday October 16, 2013

Mission District

www.missiongraduates.org
On Wednesday, October 16, 2013 the Mission District will be buzzing with excitement. **Mission Graduates** 5th annual **Food for Thought** is a unique, fun and exciting way to support one of the oldest local organizations in the Mission District, committed to and working for the advancement of Mission youth and their families.

We have a large following, with 1,800 subscribers to our newsletter, over 500 likes on our facebook page and nearly 100 followers on twitter. This year we are hitting the pavement hard with aggressive outreach and marketing that will boost event participation and visibility. Below are some of the ways we are doing this.

**Exposure:** **Food for Thought** offers significant advertising benefits to its sponsors. Collectively, the outdoor marketing campaign, publicity, advertising and promotions will reach over 5,000,000 people in the Nor. California area.

**Publications:** **Food for Thought** will appear in regional publications. Additionally, advertisements will appear on local radio and news programs.

**Print Materials:** **Food for Thought** conducts an extensive direct mail campaign and distributes an additional 3,000 postcards and posters. These are displayed at restaurants and strategic locations throughout San Francisco.

**Marketing:** A **Food for Thought** marketing campaign is planned including press releases, radio coverage, news coverage, email announcements, and social media campaigns (including facebook, twitter, email, and blog). Sponsor acknowledgement is provided at the event website www.missiongraduates.org/foodforthought.

100% of all door proceeds benefit Mission Graduates. Mission Graduates is a nonprofit 501(c)(3) whose mission is to increase the number of K-12 students in San Francisco’s Mission District who complete a college education. Last year we raised $30,000 in event revenue. This year we would like to double that number.

Our past advertising campaigns have been extensive, and we will be using a similar advertising campaign and branching out to cover more of the Greater Mission Area. Our advertising campaign includes local newspapers, radio promotion, external signs, various online sources, social media (Facebook, Twitter, and LinkedIn) and much more!

As a media sponsor of **Food for Thought**, you would have a key profile with our event sponsors and restaurant partners while supporting a fun community event and local youth who will be the first in their families to attend and complete a college education! How exciting!
I invite you to refer to the media sponsorship packages described on page 4. We sincerely hope you will join us in making Food for Thought a successful partnership for your company.

### Event Details:

**Host:** Mission District Restaurants and Mission Graduates  
**Date/Times:** Wednesday October 16, 2013 (All Day)  
**Location:** Participating Restaurants in San Francisco’s Mission District  
**Attendees and Target:** 20 restaurants, 110 corporate sponsors, and over 2000 friends and families of Mission Graduates  
**Target Demographics:** All Ages.  
**Donation Request for diners:** Minimum $5 to enter raffle  
**Donation Request for restaurants:** 20%-25% from participating restaurants  
**Parking:** Easily accessible from all major highways free street parking after 6pm  
**Contact:** Jenna Casey, Event Coordinator | Mission Graduates | p (415) 864-5205 | email: jenna@missiongraduates.org | www.missiongraduates.org | @food4thoughtMG | @MissionGrads

Media Sponsorships are a great way to cross promote. Media Sponsorships allow us to expand the exposure of our event. Here are some examples on what you could offer for a media sponsorship:

- Newspaper Article or Advertisement Space
- Magazine Article or Advertisement Space
- Television Guest Appearance or Advertisement Spot
- Radio Guest Appearance or Advertisement Spot
- Blog posting
- Blog or Website Advertisement (min. 150 x 150)
- Advertisement in E-newsletter
- Free tabling/presence at beneficial event
- Inclusion in Social Media
- Raffle prize donation
- Other _____________________________________

Please submit your media proposal to jenna@missiongraduates.org or complete the form on page 6 so we may determine which category your media proposal best fits. Please include values of your proposal (if available).
Depending on the amount and level of your media sponsorship, you may qualify for one of our four packages as described below:

**Media Gold Fork Sponsorship (Value of $1000+)**

The benefits of this Media Sponsorship include:

- Scheduled Media and Photo Opportunity during the Event
- Company mentions during the event at participating restaurants
- Distribute Company message (promotional piece) to all restaurant partners
- Company Logo and mention in the Mission Graduates monthly newsletter (over 1800 subscribers)
- Company Logo on Event Flyer (1000 printed)
- Company Logo on Event Postcards (1500 printed)
- Company Logo (& URL link) on the Mission Graduates FFT page
- Updates on Twitter/Facebook regarding the event & your business
- Company inserts included in our SWAG BAGS handed out to the first 100 patrons

**Media Silver Spoon Sponsorship (Value of $500 - $999)**

The benefits of this Media Sponsorship include:

- Distribute Company message (promotional piece) to all restaurant partners
- Company Logo and mention in the Mission Graduates monthly newsletter (over 1800 subscribers)
- Company Logo on Event Flyer (1000 printed).
- Company Logo on Event Postcards (1500 printed).
- Company Logo (& URL link) on the Mission Graduates FFT page
- Updates on Twitter/Facebook regarding the event & your business.
- Company inserts included in our SWAG BAGS handed out to the first 100 patrons.

**Media Bronze Plate Sponsorship (Value of $100 - $499)**

The benefits of this Media Sponsorship include:

- Company Logo (& URL link) on the Mission Graduates FFT page
- Updates on Twitter/Facebook regarding the event & your business.
- Company inserts included in our SWAG BAGS handed out to the first 100 patrons.

**Link Exchange:**

- Add our link [www.missiongraduates.org](http://www.missiongraduates.org) and event details to your page or calendar
- Company Logo (& URL link) on the Mission Graduates FFT page
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<tr>
<td>Event Presence at Participating Restaurants</td>
<td>X</td>
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<td>Scheduled Media/Photo opps at restaurants</td>
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<tr>
<td>Company Bio included in MG Monthly Newsletter (1800 subscribers)</td>
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<td>Logo included in all printed/electronic flyers (3,000 printed)</td>
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<td>Distribution of promotional materials to all exhibitors (150+ exhibitors)</td>
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<tr>
<td>Logo included in Event Program (500 printed)</td>
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<td>Company Bio and Links on all Social Media</td>
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<td>Company inserts in door prizes (100)</td>
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<td>Logo and URL on the MG FFT page</td>
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Media Sponsorship Form

- Yes, ___________________________ would like to be a sponsor of the 5th annual event, **Food for Thought** on Wednesday, October 16th, 2013 at the following level:
  - Gold Fork Sponsor: $1,000
  - Silver Spoon Sponsor: $500
  - Bronze Plate Sponsor: $250
  - Link Exchange

Company Name: ______________________________________________________________

Contact Name: ____________________ ____________________ ____________________

Mailing Address: ______________________________________________________________

Email Address: ____________________ Phone Number: _________________________

Website Address: ____________________ Facebook/Twitter: _____________________

Media Services Provided (please describe):
- □ Print Article ______________________________________________________________
- □ Print Advertisement Space –(size, location) ________________________________
- □ Blog/Website/E-newsletter Post ____________________________________________
- □ Website Advertisement Space (size, location) ______________________________
- □ Cross-promotion of event _________________________________________________
- □ Raffle Donation __________________________________________________________
- □ Monetary Donation _______________________________________________________
- □ Door Prize contribution __________________________________________________

Authorized Signature: ___________________________ Date: _______________________

Please Return Completed Form to:
  Jenna Casey
  Mission Graduates
  3040 16th Street
  San Francisco, CA 94103
  fax: 415.864.0916
  email: jenna@missiongraduates.org

Please Note: In order to guarantee your inclusion on promotional materials, your Sponsorship Form must be signed and returned to Mission Graduates no later than August 16th, 2013.