

**WESTSIDE  
FOOD BANK**



**Join Us!**  
Walking for A Hunger Free  
Community

# **Westside Food Bank's 32nd Annual 5K Hunger Walk**

---

**Sunday October 16, 2022**

**12PM:** Registration & Check-In Begins

**1PM:** Entertainment, Activities,  
Family Fun Zone, Games, Awards & Prizes

**2PM:** Walk, 3:30PM Beach Bash After Party

To make your sponsorship donation please visit:  
[www.wsfb.org/hunger-walk-donate](http://www.wsfb.org/hunger-walk-donate)

**Santa Monica Ocean View Park**

2701 Barnard Way, Santa Monica, 90405

**Every Donated Dollar provides  
4 Meals for Families in Need!**





# Westside Food Bank

is a non-profit food bank in Santa Monica that provides nutritious food to over 65 social service agencies on the Westside of Los Angeles County.

## We help 150,000+ Individuals, including:

- Low Income Families with Children
- Unemployed, Under-Employed, & Working Poor People
- Seniors on Fixed Incomes
- Women & Children in Domestic Violence Shelters
- Homeless Individuals
- Food Insecure College Students
- Veterans & Their Families



**4.75 Million Pounds**

of Food Distributed Annually

## Did You Know?

**26.6%**

Of Children in LA County live in poverty and are at risk of hunger & malnutrition!

Nearly

**HALF**

Of our food goes to children in critical stages of development who cannot wait for better times to get essential nutrients they need right now!

Each **Dollar** Donated Provides **4 Meals**

Please Join Us In Building a Hunger Free Community!



# By The Numbers



## Westside Food Bank's 2019 Hunger Walk

---

**527** Walkers

**31** Sponsors

**39** Teams

**10+** Raffle Items

**2** Musical Performances

**1** Great Time Had By All Helping End Westside Hunger!







# In Photos



## Westside Food Bank's 2019 Hunger Walk

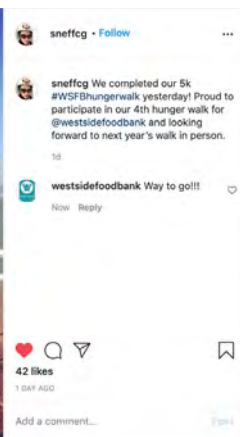
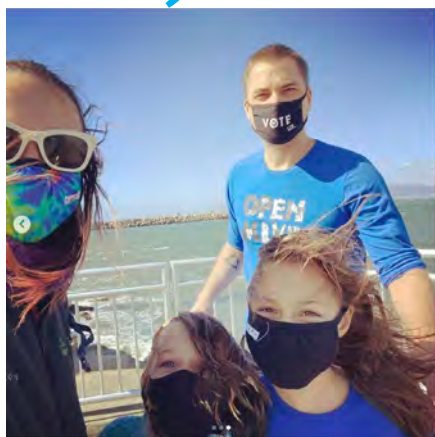




*And for our  
Virtual results...*



# WSFB's Virtual 5K Hunger Walk '20 & '21 *812,984 meals provided!!*





WESTSIDE  
FOOD BANK



Step Up to the Plate  
For A Hunger Free Community!

# Westside Food Bank's 32nd Annual Hunger Walk

## Benefits of Sponsorship

- **Community Support** – help us provide food for thousands of meals for hungry people in West LA County
- **Build Brand Awareness & Affinity** for your organization as a community-focused brand
- **Share Your Brand Messaging** via on-site activations and digital sponsor integrations
- **Build Stronger Teamwork & Connections** by forming a walking team of employees, friends and family
- **Custom Sponsorship Packages Available** – we can work with your marketing team to create a custom package to best showcase your company's support of the community
- **It's Tax Deductible!** WSFB Tax ID 95-9685875



# Sponsorship Opportunity Overview\*\*

Package:	Hunger Hero (\$10,000+)	Meal Maker (\$7,500)	Protein Power (\$5,000)	Extra Mile (\$2,500)	Extra Step (\$1,000)	Hunger Helper (\$500)
Benefits:						
Exhibitor Table along Walking Route						
Logo on Hunger Walk website	Largest	Large	Large	Medium	Small	Small
Special Mention at Pre/Post-Ceremonies						
Social Media Mentions	8+	6+	6+	4+	2+	1+
E-Newsletter (8,000 households)	Full Column Ad + Large Logo	Half-Column Ad + Large Logo	Half-Column Ad + Large Logo	Medium Logo	Small Logo	Small Logo
Official T-Shirt Logo *	Large	Large	Large	Medium	Small	Small
Tickets to After Party	12	10	10	7	5	2
Logo on Event Signage	Largest	Large	Large	Medium	Small	Small
Holiday Food Sort Experience						
Giant Check Presentation						
Advertising PR/Press Integration						

\*Logo must be received by Sept 1, 2022

\*\*We can work with your marketing team to create a custom sponsorship package



# Sponsorship Form

THANK YOU!

Every Dollar Provides 4 Meals to Our Neighbors In Need

Please accept my sponsorship donation in the amount of:

☐ \$10,000   ☐ \$7,500   ☐ \$5,000   ☐ \$2,500

☐ \$1,000   ☐ \$500   ☐ \_\_\_\_\_

☐ I would like to donate promotional items for 500 Gift Bags:

☐ I would like to donate an item for the raffle or Staycation Package:

☐ Items are Enclosed   ☐ Items will be Mailed   ☐ Contact me to arrange Pickup

Please email high-res logo and website URL to [crissi@wsfb.org](mailto:crissi@wsfb.org) by September 1, 2022 for Mailer, T-shirt, social media & event website.

Logo specs: Vector File or EPS format.

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Please make check payable to "Westside Food Bank" & return this form via mail or email to:  
Westside Food Bank

Attn: Crissi Avila

1710 22<sup>nd</sup> St

Santa Monica CA 90404

Phone: 310.828.6016 ext 19

Email: [Crissi@wsfb.org](mailto:Crissi@wsfb.org)

Or make your sponsorship donation online at: [www.wsfb.org/hunger-walk-donate/](http://www.wsfb.org/hunger-walk-donate/)

Please add **HW Sponsorship** in the Comments section

If you have questions about sponsorship, please contact our  
Development Manager: Crissi Avila  
310.828.6016 ext 19 or [Crissi@wsfb.org](mailto:Crissi@wsfb.org)

Westside Food Bank Federal Tax ID #: 95-3685875