



Two events, one great cause!
Empty Bowls & Taste of the NFL
Benefiting The North Texas Food Bank

Align your brand with a top DFW nonprofit
Strengthen client relationships • Reward top employee performance
Help in our pursuit to end hunger in North Texas



This signature luncheon attracts more than 1,800 guests, primarily the downtown business community, and offers a wonderful, unique opportunity to thank clients or reward top employees while gaining visibility in North Texas and serving the greater good.

On **March 9, 2012 at the Morton H. Meyerson Symphony Center**, guests will enjoy delicious soups, breads and desserts from more than 20 North Texas hot spots and choose from over 2,000 handcrafted bowls to serve as a memento from the day.



Join Dallas' hottest celebrity chefs as they transform the classic "tailgate party" into "a party with a purpose" on **Sunday, May 20, 2012 at The Omni** Downtown Dallas. Mix and mingle with current and former Dallas Cowboys players, cheerleaders and many more as you enjoy gourmet food offerings, fabulous drinks, an exclusive silent auction, a variety of raffle prizes and live music.

Hosted By:

Kent Rathbun, Executive Chef & Proprietor

(Abacus, Jasper's and Rathbun's Blue Plate Kitchen)

Preston Pearson, Former Dallas Cowboys player and Five-time Super Bowl player

Chad Hennings, Former Dallas Cowboys player

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP COMBO PACKAGE = \$12,000

★ Empty Bowls

- **Logo and/or name recognition on:**
 - Empty Bowls landing page on ntfb.org
 - Promotional post cards, 12,000 (*distributed to key NTFB stakeholders*)
 - Event signage
 - Press release, sent to key media list
 - NTFB print newsletter, 21,000 households (*Summer edition*)
 - NTFB e-newsletter, 14,500 subscribers (*Summer edition*)
 - 4 email blasts, 19,000 distribution list (sent between December 2011 – March 2012)
- Premiere banner space at the event
- Brand exposure at the Food Bank's signature event with collateral placement in guest goodie bags
- Four (4) VIP passes and six (6) guest passes to the event with reserved table for 10
- Ability to use North Texas Food Bank and Empty Bowls logos in company promotional materials and on company website
- Unique handmade "Thank you" gift bowl

★ Taste of the NFL

- **Logo and/or name recognition on:**
 - Taste of the NFL landing page on ntfb.org
 - Invitations, 5,000 (*distributed to key NTFB, Dallas Cowboys and Abacus stakeholders*)
 - Event signage
 - Event program guide
 - 4 email blasts, 19,000 distribution list (sent between January 2012 – April 2012)
- Press release, sent to key media list
- NTFB print newsletter, 21,000 households (*Summer edition*)
- NTFB e-newsletter, 14,500 subscribers (*Summer edition*)
- Eight (8) guest passes with reserved table for 8
- Ability to use North Texas Food Bank and Taste of the NFL logo in company promotional materials and on company website
- Football autographed by Dallas Cowboy Hosts

SINGLE EVENT SPONSORSHIP = \$7,500

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- Press release, *sent to key media list*
- NTFB print newsletter, 21,000 households (*Summer edition*)
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- Eight (8) guest passes with reserved table for 4
- Ability to use North Texas Food Bank and Taste of the NFL logo in company promotional materials and on company website
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RESERVED SEATING

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★ Empty Bowls

- Upper level seating with table for 10..... **\$1,000**
- Lower level seating with table for 10..... **\$1,500**

★ Taste of the NFL

- Reserved seating for 8..... **\$2,500**
- Recognition in the event program guide

DID YOU KNOW?

- ★ Every \$1 donated provides 3 meals for hungry North Texans.
- ★ 94 cents of every dollar raised goes directly towards our mission to pursue a hunger-free community.
- ★ 100% of the event's proceeds help distribute food to hungry North Texans in need through the Food Bank's 300 member agencies and 1,184 feeding and education sites.
- ★ In 2011, funds raised through Empty Bowls and the Taste of the NFL: The Ultimate Dallas Cowboys Tailgate Party provided more than one million meals to North Texans in need.

Thank you for your tax-deductible donation to support hunger relief.

