

It Takes a City to Feed a City



Join City Harvest this holiday season to ensure all New Yorkers have access to food amid the devastating fallout of the COVID-19 pandemic. Even before the crisis, 2.5 million New Yorkers were struggling to make ends meet, predominantly in the marginalized Black and Brown communities that City Harvest has long served. Many of these communities were also hit particularly hard by COVID-19 and the economic impact of the crisis as unemployment surged.

City Harvest invites you to participate in our *It Takes a City to Feed a City* campaign that will help fuel our work rescuing and delivering food to New Yorkers in need over the holidays and enable us to recognize the many City Harvest supporters, partners and friends who have stepped up to help feed their neighbors during this profoundly challenging and uncertain time.

Be a leading partner in this campaign by hosting a Virtual Food Drive fundraiser to build team spirit amongst colleagues and friends during the holidays. Employees that donate may send in a photo to be featured in our new, interactive *It Takes a City to Feed a City* mosaic, featuring photos of all members of the larger City Harvest family, including food donors, agency partners, volunteers, Food Council Members, corporate partners, supporters, community members, and staff. The completed mosaic will be featured on a City Harvest food rescue truck for six months and potentially on a digital billboard in Times Square.

It Takes a City to Feed a City will help support food justice for all by supporting City Harvest's critical work, helping to feed New Yorkers who are struggling to put meals on their tables, especially right now.

For details on sponsorship visibility, please see the grid on the following page.



To learn more, please contact:

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RESCUING
FOOD FOR
NEW YORK'S
HUNGRY
**CITY
HARVEST**
cityharvest.org

It Takes a City to Feed a City Sponsorship Packages



Benefit	We Are City Harvest* \$100,000	Neighbors Helping Neighbors \$50,000	Food That Does Everybody Good \$25,000	Good to the Core Sponsor \$10,000	Dish Out the Love Sponsor \$5,000
Logo placement on campaign materials	Premium logo exposure on sponsor lock up	Premium logo exposure on sponsor lock up	✓	✓	—
Custom Virtual Food Drive web page	✓	✓	✓	✓	✓
Inclusion in press materials for multi-media outreach	Opportunity to add representative quote in press release	Opportunity to add representative quote in press release	✓	✓	—
Opportunity for company logos and employee photos to be included in the <i>It Takes a City to Feed A City</i> mosaic	✓	✓	✓	✓	✓
Logo included on <i>It Takes a City to Feed A City</i> mosaic and featured on a digital billboard in Times Square	Additional opportunity for representatives to join the reveal in Times Square Availability for representative to participate in media inquiries or interviews	Additional opportunity for representatives to join the reveal in Times Square	Additional opportunity for representatives to join the reveal in Times Square	✓	✓
Logo included on a dedicated City Harvest truck featuring the <i>It Takes a City to Feed A City</i> mosaic for six months	Additional opportunity for representatives to join the truck reveal	Additional opportunity for representatives to join the truck reveal	Additional opportunity for representatives to join the truck reveal	✓	✓
Social media inclusion	A minimum of 3 social media inclusions. Example: A post of company representatives at the mosaic reveal	A minimum of 2 social media inclusions. Example: A post featuring the brand/quote from a representative	A minimum of 1 social media inclusion, including, but not limited to: A post of the company's presence on the City Harvest mosaic truck	A minimum of 1 social media inclusion, including, but not limited to: A post of the company's presence on the City Harvest mosaic truck	A minimum of 1 social media inclusion, including, but not limited to: A post of the company's presence on the City Harvest mosaic truck
Inclusion in: <ul style="list-style-type: none"> Quarterly print newsletter Fresh News e-newsletter Annual Report 	✓	✓	✓	✓	✓

*Additional benefits for **We Are City Harvest** sponsorship includes:

- A custom, virtual wine experience for all employees who donate \$45 or more to the campaign, including a hand-selected bottle of wine and special thanks from City Harvest
- A special thanks from a City Harvest Food Council member, via video