

City Harvest's Repack to Give Back 2022



Looking to give back this Holiday Season with your company? Join City Harvest's *Repack to Give Back* and help feed NYC families.

Repack to Give Back is a mix of virtual and in-person volunteering and fundraising events with opportunities available throughout the holiday season, running November 7–December 21. Sponsorship includes brand visibility as City Harvest packs holiday-themed fresh produce for our trucks to deliver to thousands of New York City families in need during the holidays. All volunteering includes a brief virtual or in-person presentation where City Harvest staff will share instructions and information about the organization's work and volunteer impact.

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

In-Person Volunteering Opportunities

In-Office Mesh Bag Project

Help create the mesh bags that City Harvest volunteers use to pack fresh produce that our trucks will deliver to food pantries and community food programs across the five boroughs. These bags are made by volunteers to help keep costs down, allowing City Harvest to direct even more funds to securing nutritious food. We will send a group kit to your office to be completed in-person. This project is scalable for groups of all sizes. The project orientation will be hosted by City Harvest via Zoom.

Greenmarket Rescues

Rescue fresh fruits, vegetables, and baked goods that would otherwise go to waste from farmers at GrowNYC Greenmarkets across New York City for our trucks to deliver to community food programs. This project is available for up to 10 volunteers. November dates only.

City Harvest Mobile Markets®

Help distribute thousands of pounds of fresh produce and nutritious shelf-stable food to families in need at our open-air Mobile Markets. This project is available for up to 10 volunteers.

City Harvest Turkey Distribution

Help distribute hundreds of turkeys in time for Thanksgiving at one of our partner agencies. This project is available for up to 10 volunteers and may have media presence on-site.

Holiday Repack - Limited Availability

Join City Harvest at our new Food Rescue Center to help repack fresh produce into family-sized portions for distribution to our agency partners helping to feed New Yorkers in need. This project is available for up to 60 volunteers per shift.



To learn more, please contact:
Chelsea Ettlinger, Manager Business
Partnerships
cettlinger@cityharvest.org at
646.412.0756

Please visit
www.cityharvest.org/repacktogiveback
for more information.

CITY HARVEST 40 YEARS
RESCUING FOOD FOR NYC

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Virtual Volunteering Opportunities

Holiday Jeopardy Challenge

Earn real money to support our work by playing a special holiday edition of the City Harvest Jeopardy Challenge! The prize money "won" by the highest scoring participant will be donated to City Harvest by a generous sponsor—up to \$10,000, helping to rescue more than 23,000 pounds of food for New Yorkers in need. This project is hosted via Zoom and is available for up to 30 volunteers.

Mini Mesh Bag Projects

Help create City Harvest's mesh bags in your own home! Volunteer kits can be completed virtually and sent to employees' homes. This project is hosted via Zoom and is available for up to 15 volunteers.

Share Thanks

Help us ensure our generous donors know how grateful we are for their support by writing handwritten thank you cards to our agency partners through our Share Thanks virtual volunteering event. The project is hosted via Zoom and is available for up to 15 volunteers.

Draw Hope to Drive Hope

Color exclusive City Harvest coloring pages to thank our essential drivers and warehouse staff for their service. Share the completed pages by posting on social media or mail them to City Harvest to be shared with our drivers and warehouse staff. The project is hosted via Zoom and is available for up to 15 volunteers.



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Repack to Give Back 2022 Packages and Benefits



Benefit	Turkey Sponsor \$50,000	Emerald \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000
Logo placement on a City Harvest Truck for 6 months	Premium logo placement	Premium logo placement	Logo	—	—
Logo placement on <i>Repack to Give Back</i> website	Premium logo placement	Premium logo placement	Logo	Listing	Listing
Logo placement on Repack Room tracker	Premium logo placement	Premium logo placement	Logo	—	—
Social media recognition as a supporter of <i>Repack to Give Back</i>	1 dedicated post on 3 social media channels, to be amplified by Food Council Member Inclusion in 2 event recap posts and/or photo albums	1 dedicated post on 2 social media channels Inclusion in 2 event recap posts and/or photo albums	Inclusion in 2 event recap posts and/or photo albums	Inclusion in 1 event recap post and/or photo album	Inclusion in one (1) Twitter post
Press Opportunities	Quote inclusion in press release	Inclusion in press release	—	—	—
Opportunity to participate in holiday volunteering events <i>*Volunteering packages can be customized</i>	Opportunity to participate in holiday turkey distribution volunteering for up to 10 volunteers + Choice of two (2) silver level volunteer opportunity	Private Repack shift for up to 60 volunteers + Choice of one (1) silver level volunteer opportunity	Private Repack shift for up to 60 volunteers	Shared Repack shift for up to 40 volunteers OR Two (2) silver level volunteer opportunities	Shared Repack shift for up to 20 volunteers OR a Mobile Market, OR Greenmarket Rescue OR Virtual Volunteering
Priority selection of dates for in-person volunteering	✓	✓	—	—	—
Customized package benefits	Recognition as “Thanksgiving Turkeys Sponsor” Inclusion in marketing & press around holiday turkey distribution	—	—	—	—
Opportunity for custom Virtual Food Drive fundraising page	✓	✓	✓	✓	✓
Inclusion in: • Fresh News e-newsletter • Annual Report	Plus quarterly print newsletter	Plus quarterly print newsletter	Plus quarterly print newsletter	✓	✓

**** *Repack to Give Back* Presenting Sponsorship Opportunity available at \$150,000 investment level. Contact Rebecca Fontes, Director Business Partnerships, for more information.**

Repack to Give Back 2022 Packages and Benefits



Thanksgiving Turkeys Sponsor benefits also include:

- Brand will be featured in any press opportunities around turkey distribution
- Opportunity to invite brand ambassadors to any press opportunities around turkey distribution
- City Harvest to invite a City Harvest Food Council member or celebrated friend to join the distribution, as available.
- Turkey distribution and sponsor will be featured in City Harvest media alert and/or press release



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Repack to Give Back 2022 Virtual Food Drive



Help City Harvest feed New Yorkers in need this holiday season by pledging to raise \$5,000 or more through a **Virtual Food Drive**, and easily double your impact by matching your employees' gifts. It is our pleasure to offer the following benefits as a "thank you" for your generosity:

Benefit	\$50,000	\$25,000	\$15,000	\$5,000
Logo placement on a City Harvest Truck for 6 months	Premium logo placement	Logo	—	—
Custom Virtual Food Drive page	✓	✓	✓	✓
Social media recognition as a supporter of <i>Repack to Give Back</i>	1 dedicated post (<i>Twitter, Facebook, and Instagram</i>); Inclusion in City Harvest Instagram story (<i>Post will include swipe-up feature directly to partner's page</i>)	Inclusion in one (1) social post across three platforms (<i>Twitter, Facebook, and Instagram</i>)	Inclusion in one (1) post across two platforms (<i>Twitter and Facebook</i>)	—
Thank-You Social Media Tiles usage on partner social media	Customized Thank-You Tile	Customized Thank-You Tile	✓	✓
Inclusion on a "special thanks" to VFD partners on the <i>Repack to Give Back</i> webpage	Premium inclusion	Premium inclusion	✓	✓
Inclusion in: • Fresh News e-newsletter • Annual Report	Plus quarterly print newsletter	Plus quarterly print newsletter	✓	✓
Permission to use City Harvest digital content, such as video, photos, and other pre-existing specialty collateral	✓	✓	✓	✓
Press Opportunities	Quote inclusion in press release	Inclusion in press release	—	—
City Harvest logo usage on partner site and/or collateral	✓	✓	✓	✓
Listing on City Harvest Partners Page	✓	✓	—	—