



# SPONSORSHIP OPPORTUNITY

## June Dairy Month Sponsorships

Second Harvest Foodbank and NBC15 are teaming up again this June to fund milk production from “sassy cows,” which will provide a rarely donated, nutrient-rich product to those facing hunger in southwestern Wisconsin. Your sponsorship dollars will be used to match funds raised from the general public; combined you will be helping to raise enough money to provide milk on our mobile food pantries for three months.

### **BENEFITS**

#### **Pint Level Sponsor - \$2,500**

- Name on our social media feeds (Facebook - 5,134 likes, Twitter - 1,076 followers, and Instagram - 1,069 followers)
- Name with a direct link on GiveDairy.com
- Name will be recognized in two Foodbank event eblasts (distribution: 16,000)
- Logo on campaign poster

#### **Quart Level Sponsorship - \$5,000 (benefits in addition to those above)**

- Logo with a direct link on Second Harvest's homepage and GiveDairy.com
- Logo in two Foodbank event eblasts (distribution: 16,000)
- Logo on the Adopt a Dairy Cow certificates provided to donors
- Logo on Free Farm Tour coupon provided electronically to all Adopt-a-Dairy-Cow donors in June

#### **Half Gallon Level Sponsorship - \$10,000 (benefits in addition to those above)**

- Logo on 500 promotional ice cream bowls to be distributed at Sassy Cow Creamery in June

#### **Gallon Level Sponsorship - \$18,000 (benefits in addition to those above)**

- Logo in a Foodbank Newsletter (distribution: 24,500)
- Name mentioned in NBC15 on-air promotions
- Name mentioned on NBC15 Facebook & Twitter pages
- Logo in NBC15 promotional commercial with commitment by April 12
- Logo in WI Farm Bureau's Rural Route June issue (distribution: 46,000) with commitment by April 12

**Exclusive Opportunity**

