



Dish
CUISINE FOR CHANGE
SECOND HARVEST HEARTLAND

Thursday, April 21, 2016
Saint Paul RiverCentre

**2016 SPONSORSHIP
OPPORTUNITIES**

Benefiting



second harvest
HEARTLAND

WHY BECOME A SPONSOR?

Dish: Cuisine for Change is Second Harvest Heartland's annual premier fundraising gala, raising more than \$700,000 last year to support our work to end hunger in our community. The event draws 1,100 attendees including leaders from local companies, affluent supporters and guests who are part of a strong community supporting this very important cause. Your company can enjoy exciting benefits that highlight your support and engage your organization in our mission to end hunger through community partnerships.

EVENT DETAILS

DATE

Thursday, April 21, 2016, 5:30 p.m.

LOCATION

Saint Paul RiverCentre
175 W. Kellogg Blvd.
St. Paul, MN 55102

THE CAUSE

1 in 10 people in our region don't have enough to eat. They are mothers, working to feed their children. They are seniors, choosing between buying food or medicine. They are working families, praying their food doesn't run out before their paycheck does. The face of those struggling with hunger is everywhere, and at Second Harvest Heartland we open our doors and our hearts to them all.

Second Harvest Heartland is the Upper Midwest's largest hunger-relief organization serving 59 counties in Minnesota and western Wisconsin. Through innovative programs we reach more than half a million individuals each year - distributing more than 89 million pounds of food.

FUNDRAISING SUCCESS

During the past twelve years, Dish: Cuisine for Change has raised more than

\$4.6 MILLION

for the benefit of Second Harvest Heartland:
enough to provide nearly

16.7 MILLION MEALS

to those in our community who count on us for support.

KEVIN NEALON



Comedy has been a theme for the Dish entertainment for several years. This year, we are excited to welcome actor, writer and comedian - Kevin Nealon - as the headliner!

Kevin Nealon stands apart from other comedic performers with his unique humor, dry wit and likable demeanor. Nealon is best known for his nine-year stint as a cast member of NBC's Saturday Night Live, and he has received critical acclaim for his role in the award-winning Showtime series, Weeds.

As one of the longest running cast members on NBC's Saturday Night Live (1986-1995), Nealon created some of the show's most memorable characters, including 'The Subliminal Man' and 'Hans and Franz.' Nealon's reoccurring role as an anchor on 'Weekend Update' made the sketch a show staple. Nealon has also had comedic success in his extensive film career, including The Wedding Singer, Happy Gilmore, and many more.

ABOUT SECOND HARVEST HEARTLAND

Second Harvest Heartland is one of the nation's largest, most efficient and most innovative food banks. In 2014, we delivered more than 74 million meals to over 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin.

Our work is about more than moving food. It's about making families whole again - making sure kids have the food they need to learn in school, relieving the stress of an empty cupboard for parents, or giving seniors a little bit more so they can stretch their dollars every month.

We know that we cannot do this work alone and that is why our mission is to end hunger through community partnerships.

With your support, we can give our one in 10 hungry neighbors the hope and stability they need.



SPONSORSHIP OPPORTUNITIES

SUSTAINING SPONSOR - AUCTION - \$35,000 (Exclusive Opportunity)

Priority Seating for two tables of 10
Full page ad in the program book
All print and email promotion
All print advertising
Website sponsor and premier pages

Program book featured auction pages
Featured recognition during the gala
Exclusive recognition:

- Auction bid pads and kiosks and signage
- Featured during the live auctions

SUSTAINING SPONSOR - RESTAURANT/RECEPTION - \$35,000 (Exclusive Opportunity)

Priority Seating for two tables of 10
Full page ad in the program book
All print and email promotion
All print advertising
Website sponsor and premier pages
Program book featured Restaurant pages
Featured recognition during the gala

Exclusive recognition:

- Restaurant signage in reception and post-event chef reception
- Guest paper napkins
- Digital recipe book included in thank you email

SUSTAINING SPONSOR - ENTERTAINMENT - \$35,000 (Exclusive Opportunity)

Priority Seating for two tables of 10
Full page ad in the program book
All print and email promotion
All print advertising
Website sponsor and premier pages
Program book featured Restaurant pages
Featured recognition during the gala

Exclusive recognition:

- Half hour private reception/photo opp with Entertainer - Kevin Nealon
- Thank you video from Kevin Nealon to attendees

SIGNATURE SPONSOR- \$10,000

One table for 10 guests
Half page ad in the program book
Printed invitation and select advertisements

Website sponsor and premier pages
Website sponsor page (logo)
Recognition during the gala (logo)

CONTRIBUTING SPONSORS - \$5,000

One table for 10 guests
Quarter page ad in the program book

Website sponsor page (name)
Recognition during gala (name)

TABLE HOST - \$1,750

One table for 10 guests
Name listed in the program book
Website sponsor page (name)
Host name on the table(s) during the gala

PROMOTIONAL DEADLINES

Print Invitation - February 1, 2016
Program Book Ad - March 20, 2016

THANK YOU FOR JOINING US IN OUR MISSION TO END HUNGER



**If you'd like to learn more about these
opportunities, please contact:**

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