



# *Tastefully Yours*

## *April 11, 2024*

Dear Friend,

Thanks to your support of the community over the years, Virginia Peninsula Foodbank, a member of Feeding America, is the largest hunger relief organization across the greater Peninsula that provides food assistance to help families experiencing and struggling with food insecurity. Our accomplishments would not be possible without your passion for helping people.

Food is the best tool a child can have to succeed in school, food is medicine for seniors, and food is love for your neighbors and hardworking families. We need your help to continue our mission of minimizing hunger in our community and are extending an invitation to become a Sponsor of our largest annual fundraising event, Tastefully Yours. In its 28th year, Tastefully Yours will be held on Thursday, April 11, 2024 at the Hampton Roads Convention Center. This impactful event brings the Peninsula's caring supporters together to help us sustain and expand our programs that provide healthy nourishment to those in need.

Over the last three years we have seen how vulnerable our community can be when hardship hits home unexpectedly. Food is a basic need, and this is why your support of Tastefully Yours is so appreciated and valued. The Foodbank needs to ensure that our shelves are always filled with nourishment when families reach out for help. Based on the Map the Meal Gap research provided by Feeding America, close to 49,000 individuals (almost 18,000 children) in the cities and counties of Newport News, Hampton, Williamsburg, James City County, Gloucester, Mathews, York, Surry and Poquoson experience food insecurity on a given day. On average, we have over 300,000 visits annually to the Foodbank, mobile food pantry distributions, programs, and our partner agencies from families reaching out for help. In just one evening and with your support, we will raise the funds to make a significant and meaningful difference in their lives.

One of the most important roles we can play is serving as a resource for people who find themselves experiencing financial challenges. With rising food and fuel prices, families are making difficult choices between meals and other basic needs. Our work is also becoming more expensive with food purchases, transportation, and freight expenses rising.

Tastefully Yours is the Peninsula's premier food, wine, and beer tasting experience where up to 1,000 guests can enjoy the culinary flair of local restaurants, dance to the sounds of a live band and DJ, and enjoy the company of their families, co-workers and friends. The funds raised from Tastefully Yours enable us to purchase and distribute fresh, nutritious food to individuals, families, children, senior citizens, and veterans through our programs and over 140 partner agencies. Maximizing every contribution, we work to transform every dollar into three meals. Your sponsorship of Tastefully Yours turns one night into months of lasting nourishment, giving families hope for a healthier tomorrow.

Sponsorship opportunities are available at various levels and are detailed in this packet. Feel free to contact me at [dtighe@hrfoodbank.org](mailto:dtighe@hrfoodbank.org), at 757.596.7188 with any questions. Thank you for considering a sponsorship for our 28th Tastefully Yours so we can end hunger one helping at a time. "Giving has never tasted so good."

Everyday grateful,

A handwritten signature in black ink, appearing to read "Donna Tighe".

Donna Tighe,  
Director of Development

# Our Largest Fundraiser of the Year, Giving Has Never Tasted so Good

Tastefully Yours is the Peninsula's premier food, wine, and craft beer tasting event where you can sample the delicious culinary creations of over 36 local restaurants, dance to the sounds of a live band, try your luck in our "casino" area, and mingle with your community neighbors. Enjoy a night of entertainment while you make a significant impact on local hunger relief programs.



## Presenting: \$25,000

(May provide 75,000 meals)

50 VIP Tickets  
25 VIP Parking Passes  
Category Exclusivity  
Live Media Opportunities  
Mention In All Broadcast And Print Marketing  
Website Recognition (Year Round)  
Social Media Recognition

### **CORPORATE RECOGNITION ON:**

TV Commercial For The Event  
HRCC Wall At Tastefully Yours  
Billboards On I-64 And 664 if Available  
Welcome Remarks During Event  
Sponsor Ad (728 X 90) On Website Homepage  
Foodbank Lobby Display  
Summer Newsletter  
Posters, Tickets And Program  
Sponsor Slideshow At Event



## Grand: \$15,000

(May provide 45,000 meals)

30 VIP Tickets  
15 VIP Parking Passes  
Category Exclusivity  
Mention In All Broadcast And Print Marketing  
Website Recognition (Year Round)  
Social Media Recognition

### **CORPORATE RECOGNITION ON:**

TV Commercial For The Event  
HRCC Wall At Tastefully Yours  
Billboards On I-64 And 664  
Digital Signage In Our Area  
Welcome Remarks During Event  
Sponsor Ad (728 X 90) On Website Homepage  
Foodbank Lobby Display  
Summer Newsletter  
Posters, Tickets And Program  
Sponsor Slideshow At Event

## Supporting: \$10,000

(May provide 30,000 Meals)

24 VIP Tickets  
12 VIP Parking Passes  
Website Recognition (Year Round)  
Social Media Recognition

### **CORPORATE RECOGNITION ON:**

Sponsor Ad (728 X 90) On Website Homepage  
Summer Newsletter  
Posters And Program  
Sponsor Slideshow At Event

## Diamond: \$7,500

(May provide 22,000 Meals)

24 VIP Tickets  
12 VIP Parking Passes  
Website Recognition (Year Round)  
Social Media Recognition

### **CORPORATE RECOGNITION ON:**

Sponsor Ad (728 X 90) On Website Homepage  
Summer Newsletter  
Posters And Program  
Sponsor Slideshow At Event

## Platinum Plate: \$5,000

(May provide 15,000 Meals)

16 VIP Tickets  
8 VIP Parking Passes  
Website Recognition (Year Round)  
Social Media Recognition

### **CORPORATE RECOGNITION ON:**

Sponsor Ad (728 X 90) On Website Homepage  
Summer Newsletter  
Posters And Program  
Sponsor Slideshow At Event

## Gold Cup: \$3,500

(May provide 10,500 Meals)

12 VIP Tickets  
6 VIP Parking Passes  
Website Recognition (Year Round)  
Social Media Recognition

### **CORPORATE RECOGNITION ON:**

Summer Newsletter  
Posters And Program  
Sponsor Slideshow At Event

## Silver Spoon: \$2,500

(May provide 7,500 Meals)

8 VIP Tickets  
4 VIP Parking Passes  
Website Recognition (Year Round)  
Social Media Recognition

### **CORPORATE RECOGNITION ON:**

Summer Newsletter  
Posters And Program  
Sponsor Slideshow At Event

## Bronze: \$1,500

(May provide 4,500 Meals)

6 VIP Tickets  
3 VIP Parking Passes  
Website Recognition (Year Round)  
Social Media Recognition

### **CORPORATE RECOGNITION ON:**

Summer Newsletter  
Posters And Program  
Sponsor Slideshow At Event

Please provide us with the information below for your sponsorship:

Company Name:

Contact:

Mailing Address:

Sponsorship Level:

Facebook:

Twitter:

Instagram:

If you prefer the name on your plaque to read differently from the company name, please indicate here: