

Corporate Sponsorship Opportunities



LOUISVILLE CHAPTER

BLESSINGS IN A BACKPACK

Who will feed the kids this weekend?



LOUISVILLE.BLESSINGSINABACKPACK.ORG



MOST PEOPLE CAN'T WAIT FOR THE WEEKEND.

BUT KIDS STRUGGLING WITH HUNGER CAN'T WAIT FOR IT TO BE OVER.

About Blessings in a Backpack

A projected 18 million American children live in food-insecure homes. That's more than the populations of New York City, Los Angeles, and Chicago combined. The consequences of hunger are much more than a growling stomach. Childhood hunger can cause physical health problems. It can also shorten a child's attention span, lower their IQ, and keep them from getting good grades.

During the school week, most of these children depend on the federal free and reduced meal program their school offers. Sometimes, the meals at school are the only ones they get. So, what happens when school closes its doors on Friday?

Who will feed the kids this weekend?
We will!

Blessings in a Backpack ensures kids leave every Friday of the school year with a bag full of satisfying and nutritional food in their backpacks. The food keeps hunger at bay, so kids can return to school on Monday morning feeling nourished and ready to learn.

Our Mission

Blessings in a Backpack mobilizes communities, individuals, and resources to provide food on the weekends for school children across America who might otherwise go hungry.

Children fed by Blessings experience the following impact in their lives:

- 78% feel cared for by their community
- 75% feel they are helping their family
- 60% do not get in trouble as much
- 59% find it easier to learn at school

Incorporated in 2008, Blessings in a Backpack is the only national organization solely dedicated to preventing childhood hunger on the weekends. We strive to ensure children do not go hungry on the weekends by empowering individuals and communities to take action.

With your support, the Louisville Chapter hopes to feed an additional 500 children this school year, resulting in 209,000 hunger-free weekends for kids in our community.



It started with an apple...

Blessings in a Backpack is feeding more than 87,000 kids across America every Friday of the school year. **But did you know that it all started right here in Louisville?**

A woman named Missy Hammerstrom was volunteering and eating lunch with kids at a Louisville elementary school when a little girl asked if she could have Missy's apple. Missy asked why. **The girl said she wanted to take the apple home so she would have something to eat over the weekend.**

Missy, inspired to end childhood hunger on the weekends, teamed up with a local philanthropist to start the first Blessings in a Backpack program at Roosevelt Perry Elementary on West Broadway; a program that's still in existence today. The program quickly grew throughout Louisville and Kentucky. In Dec. 2008, Blessings became a national 501(c)(3) non-profit organization and opened its first program outside of the commonwealth — in Los Angeles.

Since 2008, we've provided more than 20 million hunger-free weekends for kids across the country. We currently have more than 1,000 active programs in nearly all 50 states. In Louisville, we're sending 5,100 kids at 49 program sites home with backpacks full of food every Friday of the school year.



Here in Louisville, over 60,000 children qualify for Blessings in a Backpack. Help us ensure more hunger free weekends for children in our community by becoming a corporate sponsor today.

COVID-19 Response Effort

Millions of kids are faced with many challenges right now. Blessings in a Backpack believes that hunger shouldn't be one of them.

Blessings in a Backpack is striving to ensure kids have weekend food to eat during the COVID-19 health emergency, whether they are learning in the classroom or remotely. When COVID-19 closed Louisville schools in March, Blessings was able to quickly pivot to our prepacked food solution, which complies with school and CDC safety guidelines, allowing us to continue feeding kids uninterrupted. Currently in Louisville, our response is aligned with JCPS's food distribution solution. On Thursdays each week, our food is distributed to approximately 4,500 kids at more than 40 schools throughout Jefferson County.

Below are stories of our impact during COVID-19:

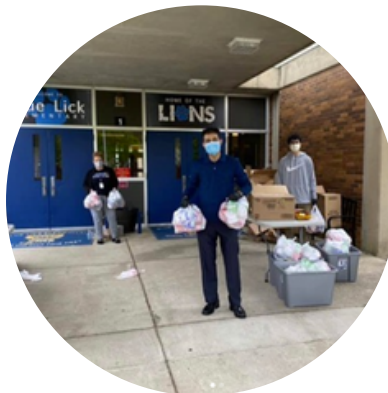
The following comes from a family resource coordinator at Layne Elementary:

- *As a school staff [member] handing out Blessings in a Backpack, I am seeing families brought to tears when receiving the bags of food. We had a Mom say that she doesn't know what her kids would snack on throughout the week due to her being stay-at-home mom and her husband unexpectedly being furloughed. She said it gets them out of the house to come and get the Blessings in a Backpack, and she realizes how much she misses their school family and how we truly serve our families at Layne Elementary.*

The following comes from a manager of family resources and youth services centers in Louisville:

- *Our counselors have been worried about their kids who receive Blessings because they know how much it means to them. I hear stories all the time about kids calling into school when they're absent on Fridays asking their teacher to not give away their Blessings bag [of food]. Your program means more than you can imagine! Most kids don't like to miss school because they know they may not have anything to eat. Blessings is like their security blanket; they're less anxious when they get it.*

As little as \$4 will provide a Blessings in a Backpack bag of food for a child facing food insecurity now, whether kids are learning at school or remotely.



Upcoming Events

For more information on sponsoring an event to support Blessings in a Backpack, please contact Kim Holsclaw at kimholsclaw@blessingsinabackpack.org.

Pack the Sack

March 11, 2021 | Virtual Event

Enjoy a live cooking demonstration from Food Network and Cooking Channel celebrity chef, Darnell “Super Chef” Ferguson, from the comfort and safety of your own home. Darnell will entertain you with his culinary skills as he creates a world-class dinner that will be delivered to your doorstep. Tickets for this event will include the gourmet meal prepared by Darnell Ferguson and other gifts to help you create a unique dining experience.

Blessings in a Backpack 0.5k

Summer, 2021 | The Pointe in Butchertown

The Blessings in a Backpack 0.5K — that’s not a typo, our “race” is, in fact, only 546 yards — will incorporate all the typical race elements but without any of the training or effort. Think a 0.5K Euro-style sticker for your car, a hydration station at the halfway point that serves coffee and dessert, and a medical tent that may or may not be manned. At the finish line, celebrate with participation medals and a family-friendly post-race party. The 2019 event sold out, and we had more than 250 “athletes” in attendance — families, friends, kids, teams, colleagues, and a dog. In summer 2021, we’re planning on making the event even bigger and better! And we hope you’ll join us!

Golf Scramble

August 16, 2021 | Wildwood Country Club

Grab your clubs and join us for a day of golfing and fun as we raise money to feed kids this weekend! Built in 1952, Wildwood Country Club’s course is surrounded by beautiful rolling hills and old trees, assuring an unforgettable 18 holes. You don’t want to miss this opportunity to enjoy a delightful day of golf while providing hunger-free weekends to kids in your community.



PLATINUM SPONSOR



\$25,000 & UP

Your support as a Platinum Sponsor will help us feed a minimum of **185 children** in Louisville this school year resulting in **7,030 hunger-free weekends!** Platinum Sponsorship benefits include:

Online at louisville.blessingsinabackpack.org:

- Feature story on Chapter homepage
- Logo on Chapter homepage
- Feature news article
- Logo included in 'Our Partners' listing
- Name included in 'Our Partners' listing on our national website blessingsinabackpack.org

Electronic Communications:

- Logo included in National quarterly e-news donor listing
- Name included in Chapter quarterly e-news donor listing
- Name included in National annual report donor listing

Social Media:

- Two postings on each of the chapter's social media platforms: Facebook and Instagram
- One posting on each of the national social media platforms: Facebook, Instagram, and Twitter

Events:

- Ten gourmet dinners made by Pack the Sack celebrity chef Darnell "Super Chef" Ferguson delivered to **one** location of your choice
- Eight VIP entries into the 0.5K

Print and Electronic Communications:

- Press release announcing your sponsorship

Additional Recognition:

- Option to add product/marketing material in event swag bags
- Option to display your signage at the chapter's annual open house

GOLD SPONSOR



\$15,000-\$24,999

Your support as a Gold Sponsor will help us feed a minimum of **111 children** in Louisville this school year resulting in **4,218 hunger-free weekends!** Gold Sponsorship benefits include:

Online at louisville.blessingsinabackpack.org:

- Feature news article
- Name included in 'Our Partners' listing
- Name included in 'Our Partners' listing on our national website blessingsinabackpack.org

Electronic Communications:

- Name included in National quarterly e-news donor listing
- Name included in Chapter quarterly e-news donor listing
- Name included in National annual report donor listing

Social Media:

- One posting on each of the chapter's social media platforms: Facebook and Instagram

Events:

- Four gourmet dinners made by Pack the Sack celebrity chef Darnell "Super Chef" Ferguson delivered to **one** location of your choice
- Six VIP entries into the 0.5K



SILVER SPONSOR



\$10,000-\$14,999

Your support as a Silver Sponsor will help us feed a minimum of **74 children** in Louisville this school year resulting in **2,812 hunger-free weekends!** Silver Sponsorship benefits include:

Online at louisville.blessingsinabackpack.org:

- Name included in 'Our Partners' listing
- Name included in 'Our Partners' listing on our national website blessingsinabackpack.org

Electronic Communications:

- Name included in National quarterly e-news donor listing
- Name included in Chapter quarterly e-news donor listing
- Name included in National annual report donor listing

Social Media:

- One posting on each of the chapter's social media platforms: Facebook and Instagram

Events:

- Two gourmet dinners made by Pack the Sack celebrity chef Darnell "Super Chef" Ferguson delivered to **one** location of your choice
- Four VIP entries into the 0.5K



TITANIUM SPONSOR



\$5,000-\$9,999

Your support as a Titanium Sponsor will help us feed a minimum of **37 children** in Louisville this school year resulting in **1,406 hunger-free weekends!** Titanium Sponsorship benefits include:

Online at louisville.blessingsinabackpack.org:

- Name included in 'Our Partners' listing
- Name included in 'Our Partners' listing on our national website blessingsinabackpack.org

Electronic Communications:

- Name included in National annual report donor listing
- Name included in Chapter quarterly e-news donor listing

Social Media:

- One posting on each of the chapter's social media platforms: Facebook and Instagram

Events:

- Two VIP entries into the 0.5K



"Many students at my school only eat at school. Weekends can be very traumatic due to hunger. Blessings in a Backpack removes that barrier. Every student at Engelhard Elementary School receives their Blessings [bag of food] every Friday and the smiles they give you is enough."

*—Regina Jackson-Willis, family resource counselor,
Engelhard Elementary School*

BRONZE SPONSOR



\$2,500-\$4,999

Your support as a Bronze Sponsor will help us feed a minimum of **18 children** in Louisville this school year resulting in **684 hunger-free weekends!** Bronze Sponsorship benefits include:

Online at louisville.blessingsinabackpack.org:

- Name included in 'Our Partners' listing

Electronic Communications:

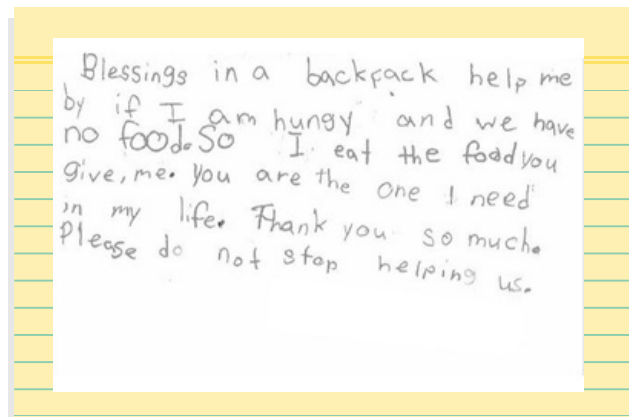
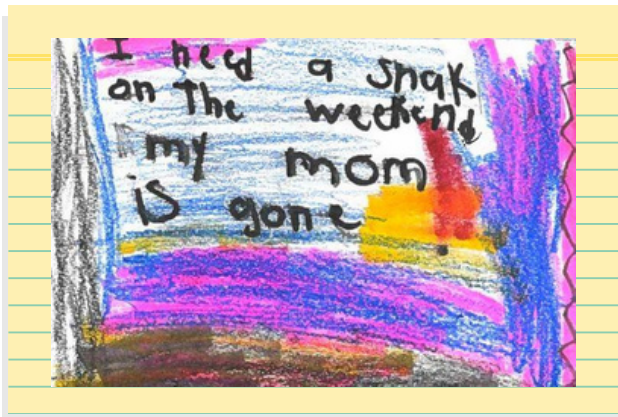
- Name included in Chapter quarterly e-news donor listing

Social Media:

- One posting on each of the chapter's social media platforms: Facebook and Instagram

Events:

- Two regular entries into the 0.5K





We look forward to partnering with YOU to make hunger-free weekends a reality for kids.

CONTACT:

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Thank's for all the food you gave
me & my family. I'm so glad I signed
up to 'blessings in a backpack'. If it
weren't for you some day I wouldn't
of had breakfast. I am so thankful.
Because of you, I grew.

from

, 3rd grade