



Elevated hunger needs remain in North Texas as the pandemic continues to impact the economy and household budgets. Responding to this need requires increased awareness and innovative engagement to build community support.

18th Annual Taste of the Cowboys Event

Join our team for one of the North Texas Food Bank's signature events, Taste of the Cowboys (TOTC), held at the Dallas Cowboys World Headquarters and practice facility, The Star, in Frisco! Hosted by the Dallas Cowboys on **Friday, June 24, 2022**, this event will feature Dallas Cowboys alumni players, live entertainment, and gourmet tailgate food stations from some of your favorite restaurants. All proceeds benefit the NTFB Child Programs.

2021 Taste of the Cowboys Impact

Proceeds from TOTC provide critical funds to support NTFB's programs that directly target child hunger through partnerships with school districts and community organizations, including:

- **Food 4 Kids:** Provides backpacks full of nutritious, nonperishable, kid-friendly food to take home each Friday afternoon during the school year
- **School Pantry Program:** Enrolled students and their families can access non-perishable items, as well as fresh produce, through participating schools during monthly distributions
- **Summer Food Service Program:** NTFB works with summer partners to ensure year-round food assistance for students and families



Funds raised from the sold-out 2021 TOTC provided nearly **1.3 million meals** to assist families experiencing hunger across North Texas.

Addressing the Need

This long-time event will help meet hunger needs that are still substantially higher than before the pandemic.

In 2021, NTFB provided access to almost



A Nourished Community is a Thriving Community

In North Texas, 300,000 children are projected to be food insecure. This means **1 in 5 kids** do not know where their next meal will come from – up from 1 in 6 before the pandemic in 2019. While the effects of food insecurity can be harmful to anyone, they can be particularly devastating for children.

- are sick more often and more likely to be hospitalized
- can incur developmental impairments that limit their physical, intellectual, and emotional development
- demonstrate poor performance in school with lower academic achievement

According to Feeding America, food-insecure children:

In short, food insecurity prevents children from reaching their full potential.



SPONSORSHIP OPPORTUNITIES

We hope you will consider being a part of this entertaining and popular event to help NTFB create lasting change for children and families.

Silver Sponsorship (Unlimited)

\$50,000 | 150,000 meals

- 2 reserved seating sections with premier placement for 6 people (12 guests total)
- Includes early VIP access
- 30 additional VIP tickets
- Prominent logo recognition at event and on all promotional materials, including social media and event website
- Dallas Cowboys experience benefit

Entertainment Sponsor

\$30,000 | 90,000 meals

- 1 reserved seating section for 6 people
- Includes early VIP access
- 20 additional VIP tickets
- Exclusive stage branding
- Company name announced from the stage by the emcee
- Prominent logo recognition at event and on all promotional materials, including social media and event website
- Dallas Cowboys experience benefit

Fund A Cause Sponsor (SOLD)

\$25,000 | 75,000 meals

- 1 reserved seating section for 6 people
- Includes early VIP access
- 16 additional VIP tickets
- Sponsor will match any donations raised (up to \$25,000) during the live auction program
- Company name mentioned from stage
- Logo recognition at event, on all promotional materials, and event website
- Dallas Cowboys experience benefit

Mobile Bidding Sponsor (SOLD)

\$25,000 | 75,000 meals

- 1 reserved seating section for 6 people
- Includes early VIP access
- 16 additional VIP tickets
- Prominent logo recognition on auction mobile-bidding website (will be seen by anyone who bids on the auction, not just at the event)
- Logo recognition at event, on all promotional materials, and event website
- Volunteers in your company's branded t-shirts assisting with the auction
- Dallas Cowboys experience benefit

*All sponsorships are exclusive unless specifically noted.





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Chef Sponsor (SOLD) \$25,000 | 75,000 meals

- 1 reserved seating section for 6 people
- Includes early VIP access
- 16 additional VIP tickets
- Prominent logo recognition on all chef stations
- Will help provided a stipend to the participating restaurants
- Logo recognition at event, on all promotional materials, and event website
- Dallas Cowboys experience benefit

Big Board Sponsor (SOLD) \$15,000 | 45,000 meals

- 1 reserved seating section for 6 people
- Includes early VIP access
- 10 additional VIP tickets
- Logo recognition on the Big Board in the Silent Auction area
- Logo recognition at event, on all promotional materials, and event website

Wristband Sponsor \$15,000 | 45,000 meals

- 1 reserved seating section for 6 people
- Includes early VIP access
- 10 additional VIP tickets
- Company logo on event wristbands (or credentials) given to each attendee
- Logo recognition at event, on all promotional materials, and event website
- Dallas Cowboys experience benefit

Takeaway Item for Guests \$15,000 | 45,000 meals

- 1 reserved seating section for 6 people
- Includes early VIP access
- 10 additional VIP tickets
- Company logo on item that is distributed to all event attendees
- Logo recognition at event, on all promotional materials, and event website
- Dallas Cowboys experience benefit
- Item ideas: Yeti or tumbler, power bank, Bluetooth speaker, beer glasses, tub of popcorn, cutting board

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Outdoor Game Sponsor

\$15,000 | 45,000 meals

- 1 reserved seating section for 6 people
- Includes early VIP access
- 10 additional VIP tickets
- Logo recognition at the outdoor games area and on selected outdoor games
- Logo recognition at event, on all promotional materials, and event website
- Dallas Cowboys experience benefit

Hand Sanitizer Sponsor (SOLD)

\$10,000 | 30,000 meals

- 1 reserved seating section for 6 people
- Includes early VIP access
- 8 additional VIP tickets
- Logo recognition on all signage placed next to hand sanitizing stations at the event
- Logo recognition at event, on all promotional materials, and event website

Nourishing Lives Sponsor (Unlimited)

\$10,000 | 30,000 meals

- 1 reserved seating section for 6 people
- Includes early VIP access
- 8 additional VIP tickets
- Logo recognition at event, on all promotional materials, and event website
- Dallas Cowboys experience benefit

Star Gazer Sponsor

\$5,000 | 15,000 meals

- 1 reserved seating section for 4 people
- Includes early VIP access
- 4 additional VIP tickets
- Logo exclusivity on Airstar placed within event space
- Logo recognition at event, on all promotional materials, and event website

Purchase tickets at ntfb.org/cowboys

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