



# Together We Can Build a Hunger-Free, Healthy North Texas

## 2024 North Texas Food Bank and Corporate Partnership Opportunities

Join the North Texas Food Bank through our signature events and sponsorship opportunities to provide exposure for your business while supporting the Food Bank's vital mission. Nearly 778,000 neighbors in our community do not know where they will find their next meal. Hunger exists in all zip codes and impacts a person's ability to work, learn, and thrive. The North Texas Food Bank is committed to closing the hunger gap in North Texas and supporting our neighbors as they build brighter tomorrows. Your partnership is key to creating lasting change in North Texas. Here is how you can join the fight against hunger.



SIGNATURE EVENTS	TIMEFRAME	OVERVIEW	SPONSORSHIP
 <p><b>REACH</b> 200+ attendees</p>	<p><b>September 2025</b></p>	<p>This awards event expresses our appreciation for the volunteers, corporations, foundations, and community partners who significantly impact hunger relief efforts through their generosity, time, resources and compassion.</p>	<p><b>\$10,000+</b></p>
 <p><b>REACH</b> 800+ attendees</p>	<p><b>February 27, 2025</b></p>	<p>Empty Bowls features bowl-friendly fare prepared by talented chefs and restaurants. Each guest selects a handcrafted bowl by a local artisan to serve as a reminder that not everyone's bowl is full. The event provides critical funds that support those facing hunger in North Texas.</p>	<p><b>\$2,500 - \$25,000</b></p>
 <p><b>REACH</b> 1,000+ attendees</p>	<p><b>June 2025</b></p>	<p>Taste of the Cowboys is a signature NTFB event hosted by the Dallas Cowboys at The Star in Frisco. Guests enjoy gourmet tailgate food, live entertainment, and appearances by Dallas Cowboys alumni. Proceeds support NTFB's Nourish the Future programs, which combat child hunger.</p>	<p><b>\$15,000 - \$50,000</b></p>
 <p><b>REACH</b> ON-AIR COLLABORATION between WFAA, NTFB and the Tarrant Area Food Bank.</p>	<p><b>June 2025</b></p>	<p>The Nourish North Texas Telethon on WFAA features PSAs and cut-ins on NTFB programs throughout the day. In 2024, more than 270,000 households were reached, 14 broadcast stories and 45 media placements generated - all raising awareness and funds to support our neighbors facing hunger.</p>	<p><b>\$25,000 - \$100,000</b></p>
 <p><b>REACH</b> 200+ attendees</p>	<p><b>April 28, 2025</b></p>	<p>An evening event held at a local country club, this new fundraiser features several rounds of mahjong play plus tasty hors d'oeuvres, cocktails, and raffle prizes—all in the name of supporting North Texas neighbors facing hunger.</p>	<p><b>\$2,500 - \$75,000</b></p>
 <p><b>REACH</b> Approximately 200 people attended the summit in 2023 representing 110+ agencies.</p>	<p><b>August 2025</b></p>	<p>The Partner Agency Summit brings together key partners from the Food Bank's Feeding Network for a day of learning, sharing, and inspiration.</p>	<p><b>\$10,000+</b></p>

OTHER PARTNERSHIP OPPORTUNITIES	TIMEFRAME	OVERVIEW	SPONSORSHIP
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**FUELING THE FUTURE**



**Year-round**

NTFB offers a unique sponsorship opportunity for the Food 4 Kids (F4K) weekend backpack program. Sponsors can feature their branded snack product in F4K backpacks, showcasing their commitment to ending child hunger in our community.

**\$50,000+**

**KIDS CAMP**



**June-July**

Kids Camp is a one-day summer camp for ages 8 to 11 at the Food Bank's Perot Family Campus. It empowers children to fight hunger, offering a behind-the-scenes tour, activities on hunger, gardening and nutrition lessons, and a unique volunteer experience.

**\$10,000**

**PRIVATE VOLUNTEER SHIFT**



**Year-round, Tuesday-Saturday**

NTFB offers private Pack and Box volunteer experiences for groups of up to 100. Volunteers sort and pack food for distribution to our neighbors experiencing hunger. Groups can provide snacks, drinks, a custom playlist, and a photographer, plus a short speaking program. Availability varies by date and time.

**\$5,000**

**TURKEYS**



**November**

NTFB, along with its Feeding Network, provides access to nutritious food throughout the year. During the holidays, we strive to give families a little bit more in hopes of brightening their celebrations by providing them with access to a holiday turkey.

**\$10,000**

**SSA COMMUNITY ENGAGEMENT**



**August, November and December**

The Social Service Assistance (SSA) team helps neighbors apply for SNAP and other benefits. They partner with organizations to host events aimed at assisting as many of the 25% of North Texans who qualify for SNAP but aren't enrolled. Sponsor recognition opportunities are available at SSA's Back-to-School, Angel Tree, and Hispanic Heritage Month events.

**\$10,000+**

## FLEET BRANDING OPPORTUNITIES

## IMPACT

## OVERVIEW

## SPONSORSHIP

### DELIVERING HOPE



NTFB's fleet travels **1,800 miles per day** to ensure the right food gets to the right people at the time when it's needed most.

NTFB provides more than 2 million meals each week to children, seniors, and families through a network of 500 pantries and community organizations. A fleet of 8 box trucks and 12 semi-trailers, operated by 14 full-time drivers, ensures efficient distribution across our 13-county, 10,000-square-mile service area.

**\$50,000 - \$ 300,000**

### SNAP MOBILE



North Texas Food Bank Social Service Assistance navigators helped submit nearly **300 applications** from the SNAP mobile in FY24.

NTFB's SNAP Mobile travels to isolated communities in our service area, providing information and application assistance for SNAP, Medicaid, TANF, and the Medicare Savings Program, along with access to other community resources to help those facing high levels of food insecurity.

**\$50,000 - \$200,000**

### PRODUCE PODS



Each Produce Pod can store the equivalent of **20,000 meals**.

Produce Pods are refrigerated storage trailers that expand access to fruits and vegetables at pantries without enough cold storage. Each pod can hold up to 20,000 meals, increasing access to nutritious food in high-needs, underserved areas. The Pods expand capacity and are a short-term solution to unmet needs.

**\$25,000 - \$75,000**

### CONTAINER PANTRY



Each container pantry holds up to 3,000 pounds of food. In FY24, four container pantries provided **674,681 meals**.

Standalone container pantries increase access to nutritious food in underserved areas by increasing storage capacity and refrigeration to allow for more produce and dry pantry staples. They are a short-term storage solution that meets the need with a client choice model while a longer-term solution is assessed.

**\$50,000 - \$150,000**

MATCHING OPPORTUNITIES	WHAT TO EXPECT	REACH	SPONSORSHIP
<b>FEBRUARY - MARCH</b> <b>SPRING TRIPLE MATCH</b>	Your company will have prime exposure online and in direct mail as you help us meet our aggressive meal goal through a spring matching gift campaign.	Logo and name will be featured in direct mail sent to 90,000 donors, along with digital assets, including the campaign donation form, 5 emails to 100K recipients, and 3 social media posts reaching 17.5K Instagram, 10.5K LinkedIn, and 54K Facebook followers.	<b>\$80,000</b>
<b>MAY - JUNE</b> <b>MILLION MEALS MATCH</b>	Your company will have prime exposure online and in direct mail as you help us meet our aggressive meal goal through a Million Meals matching gift campaign.	Logo and name will appear on a Direct Mail Piece and in digital assets, including the campaign donation form, five emails to 100K recipients, and four social media posts to 17.5K Instagram, 10.5K LinkedIn, and 54K Facebook followers. The campaign will send about 210,000 mail pieces.	<b>\$350,000</b>
<b>JUNE</b> <b>TELETHON MATCH</b>	Your company will have prime exposure online and in local media efforts as you help us meet our aggressive meal goal through a Telethon matching gift campaign.	Logo and name featured in emails, social media posts and donation forms, potential for cobranding with multiple sponsors. This will include representation in at least 1 email deployed to an audience of 100K online users, and 1 social post to audience of 17.5K Instagram followers, 10.5K LinkedIn followers, and 54K Facebook followers	<b>\$50,000</b>
<b>AUGUST</b> <b>PEANUT BUTTER DRIVE</b>	Your company will help support the digital fundraising portion of a community campaign to support collection of peanut butter for kids in need and will receive prime exposure during this early giving micro campaign.	Logo and name featured on the donation form, as well as in 3 emails to audience of 100K and 1 social media post to audience of 17.5K Instagram followers, 10.5K LinkedIn followers, and 54K Facebook followers.	<b>\$10,000</b>
<b>AUGUST - SEPTEMBER</b> <b>STOCK THE SHELVES</b>	Your company will have prime exposure in direct mail as you help us meet our aggressive meal goal to prepare the shelves of the food bank for its busiest time of the year..	Logo and name featured on Direct Mail Piece. The Direct Mail campaign will deploy over 50,000 pieces of mail to donors throughout the August/September appeals.	<b>\$50,000</b>
<b>SEPTEMBER</b> <b>NORTH TEXAS GIVING DAY</b>	Your company will help support the digital fundraising portion of the food bank's largest Day of Giving campaign in collaboration with the Communities Foundation of Texas. This campaign receives widespread engagement throughout the Dallas-Fort Worth Metroplex.	Logo and name featured on Direct Mail Piece. The Direct Mail campaign will deploy over 50,000 pieces of mail to donors throughout the August/September appeals.	<b>\$150,000</b>
<b>NOVEMBER / DECEMBER (1 WEEK)</b> <b>GIVING TUESDAY</b>	Your company will receive prime exposure while helping to support the digital fundraising portion of the food bank's #GivingTuesday campaign, which runs for a week before Thanksgiving and culminates on the Tuesday after the holiday, sharing in the largest global Giving Day	Logo and name featured on the campaign donation form as well as in 3 emails to an audience of 100K users and 1 social media post to audiences of 17.5K Instagram followers, 10.5K LinkedIn followers, and 54K Facebook followers.	<b>\$50,000</b>
<b>NOVEMBER / DECEMBER (1 WEEK)</b> <b>Face of Hunger Match / 3X Match (Digital) and Holiday Meals Match (Direct Mail)</b>	Your company will gain prime exposure in direct mail and digital efforts during the food bank's busiest time of year. By supporting our holiday matching gift campaign, you'll help meet our meal goal. The widely recognized Face of Hunger campaign is the most viewed annually in the community.	Your logo and name will be featured in 5 emails to 100K users, 3 social media posts (17.5K Instagram, 10.5K LinkedIn, and 54K Facebook followers), 2 donation forms, and on approximately 670,000 direct mail pieces during the November/December Holiday Match appeals.	<b>\$200,000</b>



**Thank you for the thoughtful consideration!**



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