



## *“Home on the Range”*

### **Community FoodBank of New Jersey’s Blue Jean Ball Saturday, April 21, 2012**

#### **About the FoodBank**

The Community FoodBank of New Jersey, a member of Feeding America, distributes 39 million pounds of groceries annually, through its own programs and through its member agencies, to the poor and low income in New Jersey. [www.njfoodbank.org](http://www.njfoodbank.org)

#### **The 2012 Blue Jean Ball**

This is the 17<sup>th</sup> annual Blue Jean Ball, the FoodBank’s signature fundraising event, which attracts more than 500 friends of the FoodBank, including leaders from some of New Jersey’s most-respected corporations and institutions. This year’s Ball is Saturday, April 21, at our headquarters, 31 Evans Terminal, Hillside, N.J., from 7 to 10 p.m. Part of our warehouse will become a ranch for this year’s theme, Home on the Range.

In addition to enjoying Western-style entertainment, guests will sample tasting-style menus prepared by outstanding chefs from across New Jersey. Adding to the festivities; country-flavored music, an open bar, silent auction, and 50/50 raffle.

#### **Sponsorship Opportunities and Benefits**

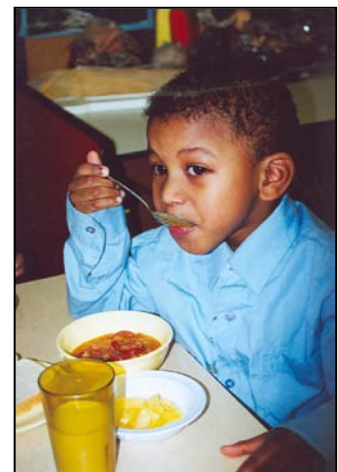
Event sponsorship offers marketing, public relations and advertising opportunities, including recognition at the Blue Jean Ball by FoodBank President Kathleen DiChiara and Chairman of the Board Richard Brody.

#### **Signature Sponsor**

**\$50,000**

*As Signature Sponsor, you would fill the “meal gap” for 70 working-poor households for a year.*

- Exclusive billing as the Signature Sponsor on all advertising materials, Web site, event ad journal and related promotional materials for the Blue Jean Ball.
- Acknowledgement on FoodBank’s home page, with link to corporate Web site, through 2012.
- Prominent acknowledgement on event screen during the Blue Jean Ball.
- Full page ad in the Blue Jean Ball ad journal.
- Recognition as Signature Sponsor in the FoodBank’s newsletter, which reaches 60,000 homes and offices.
- Recognition in the FoodBank’s 2012 Annual Report.
- Reservations for two tables of 10 at the Blue Jean Ball.
- Complimentary use of the FoodBank’s Community Room for up to three business meetings per year, with catering by our Community Kitchen.



## **Host**

**\$25,000**

*As Host Sponsor, you would provide food for 200 children in our Kids Cafes each school day of 2012.*

- Acknowledgement of Host Sponsorship on all advertising materials, Web site, event ad journal and related promotional materials for the Blue Jean Ball.
- Prominent acknowledgement on the electronic event screen continuously at the Ball.
- Acknowledgement on FoodBank's Web site, with link to corporate Web site, through 2012.
- Full page ad in the Blue Jean Ball ad journal.
- Recognition as Host Sponsor in the FoodBank's newsletter, which reaches 60,000 homes and offices.
- Recognition in the FoodBank's 2012 Annual Report.
- Reservations for a table of 10 at the Blue Jean Ball.
- Complimentary use of the FoodBank's Community Room for one business meeting in 2012, with catering by our Community Kitchen (date based on availability).



## **Champion**

**\$10,000**

*As Champion Sponsor, you would feed 10 children in our Backpack Program each school week of 2012.*

- Acknowledgement of Champion Sponsorship on FoodBank Web site and event ad journal.
- Acknowledgement on the electronic event screen continuously at the Ball.
- Acknowledgement on FoodBank's Web site, with link to corporate Web site, through 2012.
- Full page ad in the Blue Jean Ball ad journal.
- Recognition in the FoodBank's 2012 Annual Report.
- Reservations for a table of 10 at the Blue Jean Ball.
- Complimentary use of the FoodBank's Community Room for one business meeting in 2012, with catering by our Community Kitchen (date based on availability).

## **Partner**

**\$5,000**

*As Partner Sponsor, you would provide two unemployed persons with the skills and credentials needed to join the labor market through the FoodBank's Food Service Training Academy.*



- Sponsorship acknowledgement in Blue Jean Ball ad journal.
- Acknowledgement on FoodBank's Web site, with link to corporate Web site, through 2012.
- Full page ad in the Blue Jean Ball ad journal.
- Recognition in the FoodBank's 2012 Annual Report.
- Reservations for a table of eight at the Blue Jean Ball.

**Please contact:** Theresa Forsman, Manager of Foundation and Corporate Relations: 908-355-3663, ext. 254