MORE THAN A MEAL CAMPAIGN

End Hunger and Homelessness for our neighbors

October 1st-December 3rd

LEAD CAMPAIGN PARTNER:
YOUR COMPANY LOGO

miriamskitchen.org/morethanameal
#morethanameal
It starts with a meal. The goal is housing.
ABOUT THE CAMPAIGN

"Miriam's Kitchen helped me get so much more than a meal"
-Sam Ross, MK Guest

Miriam's Kitchen is a nonprofit working tirelessly to end hunger and long-term homelessness in our nation's capital by providing More Than A Meal.

When you partner with Miriam's Kitchen, you are joining a movement dedicated to addressing hunger, racial injustice, and homelessness in our community.

What More Than A Meal means for you:

- Differentiate your brand through local impact and collaborating on external communications
- Increase employee engagement through volunteerism, team-building, learning opportunities, and workplace giving campaigns
- Turnkey event sponsorship opportunities
- Branding and cause-marketing opportunities
BY THE NUMBERS...

Every year, More Than A Meal raises over $100,000 for our work to end hunger and homelessness from 600+ new supporters.

Miriam's Kitchen has a community of 1,500+ regular volunteers and has quadrupled the amount of unique donors in 2020 alone.

Miriam's Kitchen has garnered broad support for our frontline pandemic services through extensive media coverage: https://miriamskitchen.org/mk-in-the-news/

Miriam's Kitchen's E-newsletter and email list reaches 15,000+ supporters with 20% open rate and 5.4% clickthrough rate.

Miriam's Kitchen has 12,000+ followers across Instagram, LinkedIn, and Twitter, and receives 2,500+ unique website visitors each month.

Want more details? Contact elizabeth.truffa@miriamskitchen.org.
CAMPAIGN SPONSORSHIP LEVELS

Want to help provide over 70,000 fresh and healthy meals delivered or packaged to-go this year?

Partner for **Meals**: $3,000

Basic Benefits Package:
Celebrated as partner of the week, Virtual employee volunteering session, Coordinated employee giving campaign, Participation in Veteran's Day 5k

Want to help over 4,000 guests access a network of care from social workers, doctors, lawyers, and more?

Partner for **Belonging**: $5,000

PLUS: Name shared in weekly newsletter and supporter emails

Want to help ensure our most vulnerable neighbors are safe, protected, and informed during the pandemic?

Partner for **Health**: $7,500

PLUS: Listed as campaign sponsor in Spring Newsletter and year-round partner on website
Want to help address oppressive systems that cause homelessness and disproportionately impact Black people and people of color?

**Partner for Equity: $10,000**

PLUS: Logo included on campaign website, weekly newsletter and supporter emails, as campaign sponsor in Spring Newsletter, and opportunity to host virtual Lunch & Learn for employees with MK Speaker

Want to help provide critical supportive services for 200+ guests who have been housed so they can remain in stable housing?

**Partner for Housing: $15,000**

PLUS: Logo included as Year-Round Partner on website, Content creation and “Live” shout out during MK 5k for Veteran's Day

Want to accelerate partnerships that end hunger, racial injustice, and homelessness in our Nation's Capital?

**LEAD PARTNER: $25,000**

PLUS: Lead campaign partner (logo presence and customizable sponsorship title), MK panel speaking opportunity, Collaborate for media/marketing, 2021 quarterly volunteer activity
OTHER TURNKEY EVENT & MATCHING SPONSORSHIPS

MATCHING & CAUSE-MARKETING:

Drive community impact and brand recognition by co-launching blitz match or cause-marketing to encourage donations.

- MK media blitz for dedicated time
- Cobranded and coordinated social media/email shoutouts
- Logo shared in weekly newsletter and supporter emails
- Logo/listed in Spring Newsletter
- Collaborate for a media campaign
- Tracked KPIs for case study

Matching partnerships: $1,500-$50,000

Cause-Marketing & Matching Platforms: Good Deeds, Classy, Visit.org

VETERAN'S DAY MORE THAN A 5k:

Join the Miriam’s Kitchen community on 11/11 to celebrate our heroes, drive awareness regarding Veteran homelessness in our Nation’s Capital, and engage your employees through virtual participation and live action event.

- Logo/listed as Sponsor of 5k
- Employee team participation and fundraising
- Virtual gift bag inclusion, dedicated customizable page
- Logo/listed in event promotion
- Pre-recorded "live" highlight/shout out of team/company

Sponsorships range: $2,000-$12,000

Production partner: Brightline Interactive

HUNGER & HOMELESSNESS PANEL:

Join Miriam’s Kitchen and business leaders to discuss the private sector’s critical role in ensuring access to healthy food and affordable housing.

- Speaking & Op-Ed opportunity
- Support MK guest speaker(s)
- Engage organization employees, members, and partners
- Logo/listed on sponsorship material and event website
- E-Newsletter announcement and collaboration on PR pitch

Contributing Sponsors: $5,000-20,000

Co-sponsorship Opportunity (2): $25,000

Headliner Sponsorship (1): $50,000

Production Partner: YOUR COMPANY
## Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>GOLD</th>
<th>SILVER</th>
<th>PLATINUM</th>
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<tbody>
<tr>
<td></td>
<td>$12,000</td>
<td>$6,000</td>
<td>$2,000</td>
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**Sponsorship recognition**
- Logo as sponsor
- Listed as year-round partner on website
- Feature in social media campaign
- Feature in virtual gift bag
- Included in promotion of event
- Shout out during 5k

**Employee participation**
- Dedicated team
- Fundraising/Giving campaign
- Opportunity for virtual volunteer activity
- Pre-recorded highlight of participants

- Listed as sponsor
- Custom page in virtual gift bag

**Employee participation**
- Dedicated team
- Employee Giving campaign
- Opportunity for virtual volunteer activity

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- Dedicated team
- Employee Giving campaign

*Production partner: Brightline Interactive*

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**VETERAN'S DAY MORE THAN A 5k:**

Join the Miriam's Kitchen community on 11/11 to celebrate our heroes, drive awareness regarding Veteran homelessness in our Nation's Capital, and engage your employees through virtual participation and live action event.
**HUNGER & HOMELESSNESS PANEL:**

Join Miriam’s Kitchen and business leaders during Hunger & Homelessness Awareness Week (11/14-11/22) to discuss the private sector’s critical role in ensuring access to healthy food and affordable housing.

*Production partner: YOUR COMPANY*

### Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Headliner:</th>
<th>Co-Sponsors:</th>
<th>Contributers:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$50,000</td>
<td>$25,000</td>
<td>$5,000-$20,000</td>
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### Sponsorship recognition

- Headline panel
- Prominent logo as sponsor & in Spring Newsletter
- Announced in MK E-newsletter
- Possible PR pitch & media campaign
- Branding in MK Kitchen/Garage
- Ability to co-sponsor event with Miriam’s Kitchen partner
- Logo as sponsor
- Announced in MK E-newsletter
- Possible PR pitch & media campaign
- Logo or listed as sponsor
- Opportunity for inclusion in MK E-Newsletter

### Leadership & Engagement Opportunities

- Co-creation of content & lead speaking role
- Op-Ed, written with MK CEO
- Ability to invite stakeholders
- Quarterly employee volunteer activity
- Speaking opportunity on panel
- Op-Ed, written with MK CEO
- Ability to invite stakeholders
- Quarterly employee volunteer activity
- Support MK guest speaker(s) on panel (people with lived experience)
- Ability to invite stakeholders
IMPORTANT DATES FOR THE CAMPAIGN

#MoreThanAMeal begins! Oct 01
Get ready for your virtual volunteering activity and employee giving campaign!

Hunger and Homelessness Awareness Week Nov 15
It’s the week of our Virtual Panel! Join us to spread awareness of the hunger and homelessness crisis.

Giving Tuesday Dec 01
Join our match campaign for Giving Tuesday and raise awareness for Miriam’s Kitchen!

Veterans Day 2020 Nov 11
Participate in More Than A 5k for Veterans Day, so that DC can become one of the 60+ communities in America that has ended veteran homelessness.

Thanksgiving Day Nov 26
Feel grateful knowing that the 200+ people in our housing program are eating dinner in their own home.

#MoreThanAMeal campaign ends Dec 03
Join our Virtual Concert to celebrate our campaign to end hunger and homelessness.

Multiple opportunities for engagement with 3+ virtual events, dedicated volunteering and learning activities, recognition and media collaboration opportunities, & more!
Learn more about More Than A Meal campaign goals, cause-marketing opportunities, sponsorship details and more by emailing:

Elizabeth Truffa
Corporate Partnerships Officer
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