



## Taste of the NFL

“Welcome Home Los Angeles Rams!”

Wednesday, October 5, 2016

To Benefit Los Angeles Regional Food Bank

### Taste of the NFL Overview

For the past 25 years, the Taste of the NFL is a “party with a purpose”, held annually at Super Bowl. This national event was started in 1992 by culinary entrepreneur Wayne Kostroski to rally the country’s top chefs and the NFL’s greatest players to raise money in support of Food Banks throughout the United States. In addition, NFL teams conduct their own Taste of the NFL event to benefit the Food Bank in their respective community by engaging local chefs to support the fight to end hunger.

### Taste of the NFL – Los Angeles Rams

This fall, Los Angeles will be “welcoming home” the Rams to Southern California in our community’s first ever Taste of the NFL event. There will be sponsorship opportunities, ticket sales and a live and silent auction with all net proceeds benefiting the Los Angeles Regional Food Bank.

### Event Co-Chairs

Les Snead, General Manager of the Rams and his wife Kara Henderson of NFL Network will co-chair the event. Players, staff and Rams cheerleaders will be in attendance.

### Los Angeles Regional Food Bank

For 43 years, the Los Angeles Regional Food Bank has worked to mobilize resources in the community to alleviate hunger. With a vision that no one goes hungry in Los Angeles County, the Food Bank provides food to 320,000 people every month and in 2015 distributed 62 million pounds of food. The Food Bank collects food from hundreds of resources, which - with the help of 27,000 volunteers annually – it distributes through a network of over 600 partner agencies at more than 1,000 distribution and program sites.

### Date, Location and Time

Wednesday, October 5, 2016

General Reception 6:00 pm – 9:00 pm

Globe Theatre, Universal Studios Hollywood<sup>SM</sup>

### Attendance, Scope & Recognition

Over 350 guests are expected to attend this exclusive event, with 10-12 participating chefs each providing samplings of a signature dish served at the event. Each chef will be featured on the event website, all promotional materials including invitations, social media and on-site media, including press releases and exclusive media sponsorship.

### Sponsor Opportunities

Attached are the sponsorship opportunities for this event. Please contact:

Mario Haug, Chief Development Officer at [mhaug@lafoodbank.org](mailto:mhaug@lafoodbank.org) or (323) 234-3030 ext. 147, or

Michael Flood, President/CEO at [mflood@lafoodbank.org](mailto:mflood@lafoodbank.org) or (323) 234-3030 ext. 148.

# **TASTE OF THE NFL: LOS ANGELES RAMS**

*Benefiting the Los Angeles Regional Food Bank*



***Globe Theatre, Universal Studios Hollywood<sup>SM</sup>***

***Wednesday, October 5<sup>th</sup>***

***6:00 P.M. to 9:00 P.M.***

***Sponsor Packages***

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- \$50,000** *Hall of Famer*
  - ❖ 20 VIP Tickets to Taste of the NFL: Los Angeles Rams
    - Priority valet parking for up to 10 cars
    - Reserved casual seating in VIP area
  - ❖ Corporate recognition and logo featured prominently on step and repeat backdrop as well as throughout event
  - ❖ Prominent recognition of sponsorship before, during and after the event on all elements of website, social media, print, email and press campaigns
  - ❖ Premiere recognition on the Los Angeles Regional Food Bank's Donor Wall
  
- \$25,000** *VIP*
  - ❖ 10 VIP Tickets to Taste of the NFL: Los Angeles Rams
    - Priority valet parking for up to 5 cars
    - Reserved casual seating in VIP area
  - ❖ Prominent recognition of sponsorship at event and on all event material
  - ❖ Recognition on the Los Angeles Regional Food Bank's Donor Wall
  
- \$10,000** *Fantasy Football*
  - ❖ 8 VIP Tickets to Taste of the NFL: Los Angeles Rams
    - Priority valet parking for up to 4 cars
  - ❖ Prominent recognition of sponsorship at event and on all event material
  - ❖ Recognition on the Los Angeles Regional Food Bank's Donor Wall
  
- \$5,000** *Gridiron*
  - ❖ 4 VIP Tickets to Taste of the NFL: Los Angeles Rams
    - Priority valet parking for up to 2 cars
  
- \$1,000** *Honorable Mention*
  - ❖ 2 Tickets to Taste of the NFL: Los Angeles Rams
    - Valet Parking for one car

To confirm your sponsorship, please contact

Mario Haug, Chief Development Officer

(323) 234-3030 x147, mhaug@lafoodbank.org

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Yes, you may contact me by email

### *Credit Card Payment*

Please charge my:       VISA       MasterCard       AMEX       Discover

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code (CCV) \_\_\_\_\_ Amount \$ \_\_\_\_\_

Print your name as it appears on your card: \_\_\_\_\_

Signature (required) \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Los Angeles Regional Food Bank

1734 East 41<sup>st</sup> Street, Los Angeles, CA 90058

Phone: (323) 234-3030 Fax: (323) 234-2213

<https://www.lafoodbank.org/>

*Our mission is to mobilize resources to fight hunger in our community.*

*The Los Angeles Regional Food Bank is a 501(c)3 organization, Federal Tax I.D. #95-3135649*