

the TASTE

MARCH 5 2021

6:30 to 7:30 | Live on YouTube

THE VIRTUAL TASTE EVENT

THE TASTE IS AN EVENING DEDICATED TO BRINGING PEOPLE TOGETHER TO CELEBRATE LOCAL FOOD, DRINK, AND RELATIONSHIPS IN A UNIQUE UPSCALE YET CASUAL ATMOSPHERE WHILE HELPING MONTANA FOOD BANK NETWORK RAISE \$70,000 FOR THE FAMILIES IN MONTANA. DUE TO COVID-19, THE TASTE 2021 EVENT WILL BE VIRTUAL. OUR VIRTUAL EVENT WILL SHOWCASE FOOD, FRIENDS, AND FUN. TO HELP SUPPORT LOCALLY OWNED BUSINESSES, WE WILL BE INTRODUCING A PASSPORT EVENT, WHICH WILL TAKE PLACE FROM FEB. 22, 2021, UNTIL MAR. 5, 2021. THIS WILL ALLOW OUR GUESTS TO GO OUT AND TASTE THE DIFFERENT ITEMS OUR VENDORS HAVE TO OFFER. FOR THE EVENT'S ENTERTAINMENT, WE WILL BE PUTTING ON A COOKING COMPETITION CALLED THE TASTE PRESENTS | CHEFS AGAINST HUNGER, WHERE 3 LOCAL CHEFS WILL COMPETE TO ELEVATE SHELF-STABLE FOOD. OUR SILENT AUCTION AND SPOON PULL RAFFLE ARE STILL GOING TO BE PART OF THE TASTE.

AUDIENCE

We are forecasting to have between 400 to 500 Montanans for our Virtual audience of The Taste with a virtual event. Collectively, they are locals who value community and support locally owned businesses and craftsman. Most are highly educated and in their earning prime. The audience comprises two unique groups: Individuals ages 25 - 40 who dine, drink, and spend a significant portion of their disposable income locally, and business owners, high-level executives, and top MFBN supporters who are committed to supporting their community and neighbors.

Opportunities and Packages

We recognize that not everyone wants to be involved in the same ways. We would love to sit down and chat about what unique opportunities there may be for you to get involved with The Taste. We are happy to mix and match incentives to make this opportunity as valuable to you as it is to us.

\$20,000 Main Dish Exclusive Sponsorship 20 Virtual Event Tickets, with Taste Swag Bags & Passports

Recognition at The Taste	Other recognition
<ul style="list-style-type: none">Below the Title recognition as Main Dish Sponsor on all display materialMain Virtual Event SponsorPremium logo placement on tasting glasses & swag-bagsSpeaking opportunity: Hunger Hope Awards PresenterFull page advertisement in event passportPremium logo recognition as sponsor in event programLogo will appear throughout entire Virtual Taste eventVerbal recognition during eventOpportunity to provide promotional items in swag bag	<ul style="list-style-type: none">Recognition in MFBN Annual ReportRecognition in all MFBN-produced marketing materials including, press release, advertising, social media, and newsletterCompany name & logo with link to company website on event homepage

\$10,000 Craft “On Tap” Sponsor 10 Virtual Event Tickets, with Taste Swag Bags & Passports

Recognition at The Taste	Other recognition
<ul style="list-style-type: none">Opportunity to provide promotional items in swag bag1/4 page advertisement in event programLogo recognition as sponsor in event passportLogo placement on swag bagVirtual advertising and verbal recognition during eventSpeaking opportunityLogo will appear in portions of virtual Taste event	<ul style="list-style-type: none">Recognition in MFBN Annual ReportRecognition in select MFBN-produced marketing materials including, advertising, social media, newsletterCompany name & logo with link to company website on event homepage

\$5,000 Distilled Spirit Sponsor 5 Virtual Event Tickets, with Taste Swag Bags & Passports

Recognition at The Taste	Other recognition
<ul style="list-style-type: none">Opportunity to provide promotional items in swag bagLogo recognition as sponsor on swag bagLogo recognition on PassportVerbal recognition during event	<ul style="list-style-type: none">Recognition in select MFBN-produced marketing materials including advertising, social media and newslettersCompany name & logo on event homepage

\$2,500 Vineyards Pick Sponsor 4 Virtual Event Tickets, with Taste Swag Bags & Passports

Recognition at The Taste	Other recognition
<ul style="list-style-type: none">Opportunity to provide promotional items in swag bagLogo recognition on PassportVerbal recognition during event	<ul style="list-style-type: none">Company name & logo on event homepageRecognition on social media

\$1,000 Place Setter Sponsor 2 Virtual Event Tickets, with Taste Swag Bags & Passports

Recognition at The Taste	Other recognition
<ul style="list-style-type: none">Logo recognition as sponsor on passport	<ul style="list-style-type: none">Company name & logo on event homepage

Additional Sponsorship Opportunities*

Cost	Opportunity	#**	Recognition
Varies	Custom Sponsorship	unlimited	Let's build a package together that meets your business'es specific goals.
\$2,500	In-Kind Media Sponsorship	4	Recognition as Vineyard Pick Sponsor + additional tickets for giveaways
\$2,000	NEW: Exclusive Production Sponsorship	4	Recognition as the Production Sponsorship through out the entire Virtual Taste Video + Logo on Swag Bag
\$2,500	NEW: Exclusive Silent Auction Sponsorship	3	Exclusive recognition on the Silent Auction site + Logo on Swag Bag
\$2,000	16 oz Taste Glass Sponsorship	3	Logo on 300 souvenir tasting glasses
\$1,000	Passport Sponsorship	4	Logo on back cover of all printed passports
\$1,000	Tatse Swag Bag Sponsorship	5	Logo displayed on signage on swag bag
\$500	Ambiance Sponsorship	unlimited	Logo on event pre roll and post roll display

***Can be selected as stand alone, included with custom packages or in addition to package sponsorships*

*** Due to space restrictions and exclusivity, these sponsorship opportunities are limited and cannot be traded for in-kind donations (with the exception of the Media Sponsorship)*

Information and Payment Form

Payment due on or before February 1, 2021 or net 30 (from date of agreement)

Please choose one: ☐ Check Enclosed ☐ Bill Credit Card ☐ Please Send Invoice

Sponsorship Level _____

Additional Sponsorships _____

Total Sponsorship Amount \$ _____

Business Name _____

Contact Name _____

Credit Card # _____ Exp. Date _____ Amount _____

Address _____ City _____ State _____ Zip _____

Email _____ Phone _____

Signature _____ Date _____

Please submit your completed sponsorship application to Taylor Flores, Events & Communications Coordinator by

email tflores@mfbn.org \ **address** 5625 Expressway, Missoula, MT 59808 \ **fax** 406.542.3770

