

SERVING UP HOPE

September - October 2024

A national campaign Serving Up Hope to qualifying food & beverage service families by bringing the restaurant industry and the millions of guests its serves together.

Sponsorship Package Opportunities



HERO OF HOPE

- **Logo inclusion** in two (2) full-page print ads during September or October (Nation's Restaurant News, Plate Magazine - estimated \$21,000 value)
- **Logo and brand inclusion** on CORE Website (home page, and campaign-specific page, estimated 5,000 impressions/month)
- **Logo and/or brand inclusion** in press -
 - One (1) National Paid Press Release to industry publications highlighting CORE's Serving Up Hope campaign and all Hero of Hope level sponsors
 - Inclusion in one (1) In The Mix e-newsletter article (13,000 circulation) highlighting all brands that are at the Hero of Hope level (October)
 - Inclusion in three (3) In The Mix newsletter email article sends (13,000 circulation each) highlighting all brands participating in Serving Up Hope (August, September, October)
- **Logo inclusion** in *all* CORE E-blasts from July – October (Estimated 80,000+ impressions)
- **Logo inclusion** in two (2) Serving Up Hope E-Blasts recognizing Hero of Hope sponsors (Estimated 7,000+ impressions)
- One (1) Exclusive, Stand-Alone Social media post recognizing your **logo and brand** as a "Hero of Hope" Sponsor during Serving Up Hope Campaign (September – October, 10,000+ collective followers.)
- **Logo inclusion** in one (1) Hero of Hope group post during Serving Up Hope Campaign (September – October, 10,000+ collective followers.)
- **Logo inclusion** in one (1) Boosted LinkedIn Post recognizing your brand as a Hero of Hope sponsor in the CORE Serving Up Hope Campaign (Estimated impressions TBD)
- **Logo inclusion** in two (2) group social media posts including all Serving Up Hope sponsors (10,000+ collective followers.)

Up to Three (3) of your brand logos may be represented at Hero of Hope Level



\$5,000

CHAMPION OF HOPE

- **Logo inclusion** in two (2) full-page print ads during September or October (Nation's Restaurant News, Plate Magazine - estimated \$21,000 value)
- **Logo and brand inclusion** on CORE Website (campaign specific page, estimated 5,000 impressions/month)
- **Logo and/or brand inclusion** in press -
 - Three (3) In The Mix newsletter email article sends (13,000 circulation each) highlighting all brands participating in Serving Up Hope (August, September, October)
- **Logo inclusion** in *all* CORE E-blasts from July – October (Estimated 80,000+ impressions)
- **Logo inclusion** in one (1) Champion of Hope group post during Serving Up Hope Campaign (September – October, (10,000+ collective followers.)
- **Logo inclusion** in two (2) group social media posts including all Serving Up Hope sponsors (10,000+ collective followers.)

Up to Two (2) of your brand logos may be represented at Champion of Hope Level

\$2,500

BEACON OF HOPE

- **Name recognition** in two (2) full-page print ads during September or October (Nation's Restaurant News, Plate Magazine - estimated \$10,500 value)
- **Logo and brand** inclusion on CORE Website (campaign specific page, estimated 5,000 impressions/month)
- **Name recognition** in press -
 - Three (3) In The Mix newsletter email article sends (13,000 circulation each) highlighting all brands participating in Serving Up Hope (August, September, October)
- **Name recognition** in *all* CORE E-blasts from July – October (Estimated 80,000+ impressions)
- **Name recognition** in two (2) group social media posts including all Serving Up Hope sponsors (10,000+ collective followers)

One (1) of your brand logos may be represented at Beacon of Hope Level