

FOOD BANK OF WESTERN MASSACHUSETTS

Sponsorship & Fundraising Guide



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Your Support Matters

Support from local businesses like yours is crucial in helping the Food Bank expand its reach and address hunger in Western Massachusetts. With your partnership, we can provide nutritious food, strengthen the region's food assistance network, and create lasting solutions to hunger. In return, your company gains visibility, showcases its commitment to social responsibility, and strengthens connections with employees, customers, and partners—making a meaningful impact on your community.

Your involvement not only helps drive our mission but also connects your business to a broad audience, amplifying your impact through our extensive marketing reach across social media, emails, and event participation.

Online Reach

9,300

Facebook Followers

3,300

Instagram Followers

2,000

LinkedIn Followers

3,500

Volunteer Newsletter Recipients

6,234

E-Blast Recipients

Event Participants

~250 ea.

Spring Events

~300

March for the
Food Bank

~450

Will Bike 4 Food



"I love the Food Bank of Western Massachusetts and all they do to combat food insecurity in Western MA. Our branch teams dedicate time monthly to volunteer at the Food Bank sorting food and enjoy giving back.

M&T Bank has also supported the March for the Food Bank for the last two years. I take pride in joining my colleagues volunteering in a support vehicle following the marchers, providing snacks, water, and supplies to ensure a smooth walk.

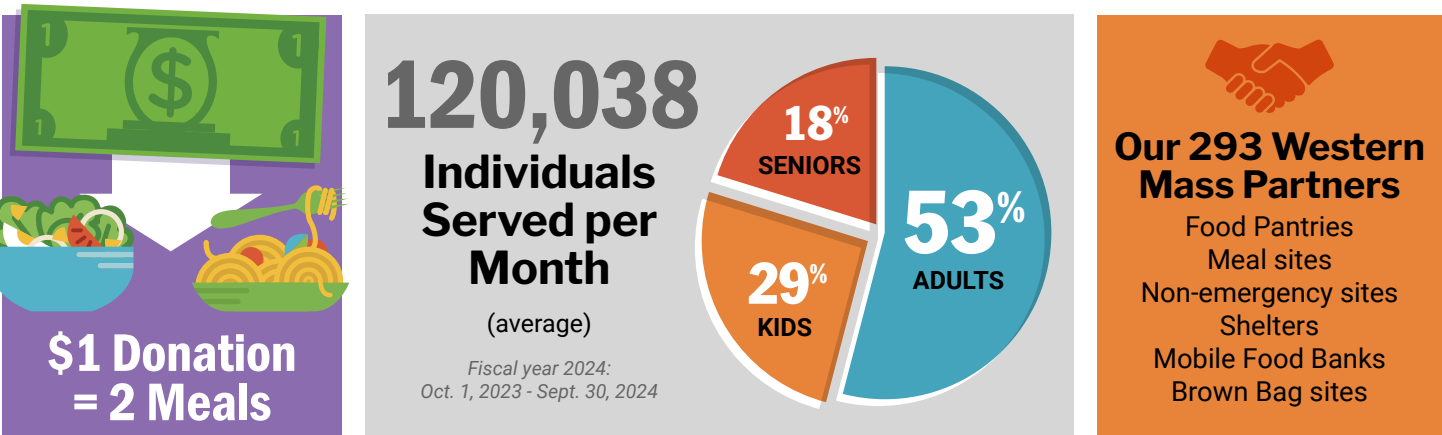
I want to thank the Food Bank of Western Massachusetts for our collaboration against food insecurity."

Scott Dynak
Senior Vice President
M&T Bank



We Envision a World Where Everyone Has Access to Healthy Food

The Food Bank works to end hunger in Western Massachusetts by providing nutritious food, strengthening the region’s food assistance network, and developing solutions to address the issues that drive hunger in our community.



We Know It Takes More Than Food to End Hunger

The Food Bank goes beyond food distribution to provide services, resources, advocacy, and support for individuals and families across Western Massachusetts.

SNAP Team provides free, multilingual support over the phone and in person to help individuals and families determine eligibility, apply for benefits, and access nutritious food through the Supplemental Nutrition Assistance Program (SNAP).

Food Assistance Navigation team connects individuals facing food insecurity with vital resources through partnerships with healthcare providers and social services, offering referrals, support, and essential aid.

Nutrition team provides education and resources that connect food and health, helping individuals make informed, nutritious choices through workshops and outreach programs.





Mobile Food Banks bring fresh and non-perishable groceries directly to underserved communities, ensuring anyone in need can access healthy food—no eligibility requirements, just a simple and direct way to receive assistance.

Brown Bag: Food for Elders program provides eligible seniors with a free monthly bag of nutritious groceries, tailored to support their dietary needs and overall well-being.

The Food Bank’s **Advocacy team** works for systemic change by addressing the issues that drive hunger, such as economic inequities and institutional barriers, through policy initiatives, legislative advocacy, and community-driven solutions.

Cultivating for Community is the Food Bank Farm’s regenerative farming and education initiative, which teaches sustainable farming practices, supports the local farm economy, and provides fresh produce to those facing food insecurity in Western Massachusetts.



Food Distribution
17.1 Million
pounds of food



Brown Bag
5,824
people served in FY24



Food Bank Farm
11,528
pounds grown
and distributed

Community

Food Bank events are vital in bringing our community together to address hunger and provide much-needed resources. Your sponsorship amplifies this impact, strengthening the bond between your organization and the community while helping us make a real difference in the lives of those facing food insecurity.

Honoring Community Impact: A Food Bank Open House

June 18th at the Food Bank of Western Massachusetts

250 attendees anticipated

This event is dedicated to appreciating the individuals, businesses, and volunteers whose support makes a meaningful difference in ending hunger. We'll be recognizing the incredible contributions of our community, highlighting the collective impact of everyone working together to strengthen our region. Delicious sips and bites will be provided from community partners and businesses representing all four counties the Food Bank serves.

Sponsorship Goal: \$15,000 | Packages begin at \$1,000

Potential Sponsorship Benefits: Your logo on event materials, invitations, and social media posts. Opportunity to speak and table.

Bingo in the Berkshires

July 31st at Greylock Works in North Adams

200 attendees anticipated

Be a part of this joyful event uniting community and purpose to end hunger. As a sponsor, you'll help raise vital funds while showing your commitment to our region. Join us in making a difference through fun and connection.

Sponsorship Goal: \$20,000 | Packages begin at \$1,000

Potential Sponsorship Benefits: Your logo on event materials, website, invite emails, and social media posts. Opportunity to speak and have a VIP table(s).

15th Annual Will Bike 4 Food

September 21st in Hatfield

450 participants anticipated

Will Bike 4 Food is a beloved Food Bank event that continues to grow year after year, drawing an enthusiastic community of cyclists, volunteers, and supporters united in the effort to end hunger. As a sponsor, your business will get exposure to a passionate audience and directly contribute to the success of this important fundraiser.

Sponsorship Goal: \$80,000 | Packages begin at \$1,000

Potential Sponsorship Benefits: Your logo on event materials, e-blast, banners, posters, website, and social media. Opportunities available for naming rights of routes, to have a logoed vehicle in the event, have a logoed water stop, or even have the after party named after your business.



16th Annual March for the Food Bank

November 24th & 25th
from Springfield to Greenfield

250 marchers anticipated

March for the Food Bank is a powerful annual event where participants walk 43 miles from Springfield to Greenfield to raise awareness and \$500,000 for the Food Bank. As a partner, your business will gain visibility through the event's extensive outreach, media coverage, and involvement of other community leaders like New England Public Media's Monte Belmonte, Congressman Jim McGovern, local legislators, and community influencers.



Sponsorship Goal: \$250,000 | Packages begin at \$1,000

Potential Sponsorship Benefits: Your logo on event materials, posters, banners, website, e-blasts, and social media posts. Opportunity to table, march, and sponsor a stretch of the march.

Donor Coffee and After-Hours Events

These ongoing events offer your business a chance to engage with key supporters and showcase your commitment to ending hunger in Western Massachusetts. They provide valuable networking opportunities, helping your organization connect with the community while supporting a cause that makes a real impact.

Sponsorship Goal: \$5,000 | Packages begin at \$1,000

Potential Sponsorship Benefits: Your logo on event materials, invite emails, and social media posts. Opportunity to speak.

Match Campaign

Food is Love in February and Childhood Hunger Campaign in the summer

Sponsoring a Food Bank Match Campaign is a powerful way to amplify your impact and demonstrate your commitment to addressing food insecurity in Western Massachusetts. As a match sponsor, your contribution makes each donation go twice as far, inspiring others to give while showcasing your business's dedication to the community. It's a meaningful opportunity to create significant impact, engage with your audience, and support a cause that strengthens our region.

Sponsorship Goal: \$10,000 | Packages begin at \$1,000

Potential Sponsorship Benefits: Your logo on appeal, Food is Love Valentine's e-cards, website, and social media posts.

Service

Recognizing volunteers is key to appreciating their impact and inspiring continued support. Sponsoring these events strengthens engagement, boosts morale, and reinforces a shared commitment to ending hunger.

April is Volunteer Appreciation Month

Volunteer Appreciation Month is a time to recognize and celebrate the invaluable contributions of our volunteers. Their dedication helps drive our mission forward, and this appreciation month provides an opportunity to show gratitude and inspire others to join the cause.

Sponsorship Goal: \$5,000
Packages begin at \$1,000

Potential Sponsorship Benefits: Your logo on event materials, volunteer swag, volunteer newsletter, digital screen in sorting room and break-room, and social media posts. Opportunity to speak.



Grass Roots

Locally Supported Fundraising

Businesses and organizations hosting third-party events, round-up campaigns, fundraisers, or food drives play a crucial role in expanding the Food Bank's reach and meeting the growing needs of our community. These initiatives not only raise essential funds and resources but also engage employees, customers, and residents in meaningful ways. By leading a community-driven effort, businesses help raise awareness, build connections, and demonstrate their commitment to social responsibility - making a lasting impact on the lives of those facing hunger while helping to extend the Food Bank's efforts to reach new audiences.

If you'd like more information or guidance on hosting your own campaign to benefit the Food Bank, please reach out to Cheyenne Burnham at cheyenneb@foodbankwma.org.

Some successful efforts local businesses and organizations have done in recent years include:

- 5k Runs
- Benefit dinners
- Portion of sales donations
- Benefit Concerts
- A soup potluck and singalong
- Fill the truck food drives
- Online auctions
- Taking donations/ rounding up at the register
- Raffles



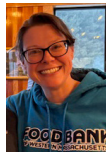
We appreciate you taking the time to look over all the ways your organization can join the Food Bank in making a difference in Western Massachusetts. Please reach out to either Jillian or Cheyenne for more information on any of the initiatives you feel would be the best fit for your organization's goals and values.

We'd be happy to connect and explore how we can move this important work forward — together.

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Thank you for your support of the Food Bank of Western Massachusetts and your local community!

foodbankwma.org

Please note that all sponsorships and donations in this guide are unrestricted and will be applied where they're needed most to maximize their impact on the Food Bank's mission.

The Food Bank of Western Massachusetts is a 501 (c)(3) non-profit recognized by the IRS. Tax ID #04-2751023. Formal acknowledgement of donation will be sent prior to January 31, 2026