



CREATE  
COMMON  
GOOD







## **FEED YOUR SOUL** **JUNE 24 – CAPITOL PARK**

Feed Your Soul is a community based free event in Capitol Park. On June 24<sup>th</sup>, 2017, this family friendly event will attract hundreds of community minded citizens to the heart of downtown!

Food, drink and music are universal languages with the power to bring people and communities together regardless of differing ethnicities, backgrounds or challenges. Feed Your Soul celebrates the **common good** that ignites us all!

Proceeds from Feed Your Soul will benefit the job-training program at Create Common Good, a one of a kind non-profit social enterprise in Boise. We use food to change lives and build healthy communities. Through our foodservice training program we help those in our community in need of a fresh start. In our program, refugees, women escaping domestic violence, veterans and others learn new skills, gain confidence and move into a place of self-sufficiency.

- **11AM – 9PM**
- **FOOD TRUCKS**
  - Food trucks featuring a variety of flavors + styles
  - Additional food cart vendors – (ice cream/cotton candy) near kid's area/activities
- **LIVE MUSIC + PERFORMANCES**
  - Live music from local bands all-day – special set from Boise Rock School!
  - Variety of performers + crowd pleasing entertainment in between bands
- **KID + ADULT ACTIVITIES**
  - Inflatables
  - Face painting
  - Carnival Games
- **BEER GARDEN**
  - Local craft breweries
- **DRAWINGS & GIVEAWAYS**





# FEED YOUR SOUL 2017

## SPONSORSHIP OPPORTUNITIES

JUNE 24 – CAPITOL PARK

### TITLE SPONSOR \$10,000

#### Pre-Event Recognition

- Social media promotion – 5,000 combined followers (Facebook, Instagram, Twitter)
- Website presence
- Email blasts – 2,700 subscribers
- Logo placement as title sponsor on ALL event promotional materials
- KBOI Promotions – Commercial, Newscasts, Idaho Living
- Press release
- Radio and TV PSA's
- Paid social media advertisements

#### On-Site Recognition

- Logo placement on ALL event banners and signage
- Branded sponsorship area/booth
- Logo on FRONT of official event tee
- Live on-stage welcome & speaking opportunity

#### Post-Event Recognition

- Event results press release
- Thank you email blast and social media – 7,000 combined followers/subscribers

#### Event Package x 5

- Two complimentary beers
- 10 complimentary game tickets/drawing entries
- Official event tee
- Create Common Good swag

### AREA SPONSOR \$5,000

#### Pre-Event Recognition

- Social media promotion – 5,000 combined followers (Facebook, Instagram, Twitter)
- Website presence
- Email blasts – 2,700 subscribers
- Logo placement on all marketing collateral

#### On-Site Recognition

- Branded sponsorship area
  - 5 available areas: BEER GARDEN, FOOD TRUCK ROW, MUSIC, KIDS CORNER, FUN ZONE
- Logo on back of official event tee

#### Post-Event Recognition

- Event results press release
- Thank you email blast and social media – 7,000 combined followers/subscribers

#### Event Package x 3

- Two complimentary beers
- 10 complimentary game tickets/drawing entries
- Official event tee
- Create Common Good swag

## TICKET SPONSOR \$2,500

### Pre-Event Recognition

- Social media promotion – 5,000 combined followers (Facebook, Instagram, Twitter)
- Website presence
- Email blasts – 2,700 subscribers
- Logo placement on all marketing collateral

### On-Site Recognition

- Logo on event sponsor banner
- Branded sponsorship area
  - 2 available ticket booths for branding
- Logo on back of official event tee

### Post-Event Recognition

- Event results press release
- Thank you email blast and social media – 7,000 combined followers/subscribers

### Event Package x 2

- Two complimentary beers
- 10 complimentary game tickets/drawing entries
- Official event tee

## SUPPORTING SPONSOR \$1,000

### Pre-Event Recognition

- Social media promotion – 5,000 combined followers (Facebook, Instagram, Twitter)
- Website presence
- Email blasts – 2,700 subscribers
- Logo placement on event poster

### On-Site Recognition

- Logo on event sponsor banner
- Logo on back of official event tee

### Post-Event Recognition

- Event results press release
- Thank you email blast and social media – 7,000 combined followers/subscribers

### Event Package x 1

- Two complimentary beers
- 10 complimentary game tickets/drawing entries
- Official event tee
- Create Common Good swag

## CONTRIBUTING SPONSOR \$500

### Pre-Event Recognition

- Social media promotion – 5,000 combined followers (Facebook, Instagram, Twitter)

### On-Site Recognition

- Logo on event sponsor banner
- Logo on back of official event tee

### Post-Event Recognition

- Event results press release
- Thank you email blast and social media – 7,000 combined followers/subscribers





## SPONSORSHIP OPPORTUNITIES