

Hunger Heroes Sponsorship Packet



During the summer months, hunger doesn't take a break—but school meal programs do. Families who rely on these programs face even greater challenges putting food on the table, while the Foodbank experiences a seasonal dip in donations. Hunger Heroes steps in to fill this critical gap.

Through the 757 Mobile Market, Hunger Heroes brings fresh, nutritious food directly to areas of greatest need, ensuring that families have access to seasonal fruits and vegetables, dairy, proteins, and pantry staples. These client-choice distributions empower individuals to select the items they need most, preserving dignity and reducing food waste.

Each distribution is fully sponsored by a corporate or business partner, providing a unique opportunity for employees to take an active role in addressing summer hunger. Sponsors are encouraged to volunteer alongside Foodbank staff to distribute food, engage with community members, and witness the direct impact of their support.

Each two-hour distribution serves approximately 50 households, providing essential nutrition during one of the toughest times of the year. By becoming a Hunger Heroes sponsor, you can help close the summer hunger gap while demonstrating a commitment to building a healthier community.

Sponsorship Details

Each Hunger Heroes distribution costs \$2,000, covering food, staff time, and essential logistics to ensure a successful event. A minimum donation of \$2,000 is required to sponsor a distribution, with opportunities to fund multiple events across different locations. Sponsorships are available on a first-come, first-served basis once the sponsorship window opens.

While sponsors are encouraged to volunteer at their funded distributions, participation is not required—allowing businesses to maximize their support even if they cannot attend in person.

For sponsors contributing beyond the cost of a single event, any additional funds will be used to sustain food access beyond the sponsored distribution(s), helping provide fresh, nutritious food for families in need even after the campaign ends.

Sponsorship Benefits

- **Brand Recognition & Logo Placement:** Sponsors will be recognized on social media, in Foodbank communications, on-site at sponsored distributions, and across promotional materials.
 - **Volunteer Engagement:** Sponsors have first priority to staff their distribution with employees, providing a hands-on opportunity to support neighbors in need. Sponsor logos and names will be visible on-site, ensuring recognition for their commitment to fighting Summer Hunger.
 - **Media & PR Opportunities:** Sponsors will be included in media outreach efforts related to Hunger Heroes. While media coverage is not guaranteed, summer hunger programs have historically received strong attention. With the launch of this revamped campaign, we anticipate increased publicity, further amplifying the impact of participating sponsors.
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Donation Commitment

To secure a sponsorship, businesses must commit to a pledge upon registration, with all funds due by the date of their distribution. Once the commitment form is completed, the Foodbank will send an invoice to facilitate payment. This commitment ensures proper planning and resource allocation to maximize the impact of Hunger Heroes throughout the summer.

Volunteer Opportunities

Hunger Heroes sponsorships include a unique hands-on opportunity for employees to directly support the community. Sponsors are encouraged to volunteer with their funded distributions, but participation is not required.

There are two distinct volunteer opportunities for each distribution:

- **Stocking the Market:** Before the distribution begins, a small team of about 5 volunteers will help stock the 757 Mobile Market, ensuring food is properly organized and ready for selection.
- **Food Distribution:** During the event, 5-10 volunteers will assist with distributing food, guiding participants through the market and providing a welcoming experience for neighbors in need.

If a sponsor chooses not to provide volunteers, the Foodbank will coordinate volunteers to ensure a smooth distribution. We kindly ask for advance notice if sponsors will not be sending volunteers, so we have adequate time to secure support and avoid last-minute cancellations.

Distribution Locations & Logistics

Our goal is to make participation as seamless and easy as possible for sponsors while ensuring strong visibility for their support.

Hunger Heroes distributions are strategically coordinated in advance by the Foodbank of Southeastern Virginia and the Eastern Shore to target high-need communities, ensuring the greatest impact on those most affected by summer hunger throughout the service area. The Foodbank also curates the food selection for each distribution, prioritizing healthy, "choose often" foods to best support the well-being of our neighbors.

While sponsors may request a preferred distribution location, accommodations are subject to availability. To ensure all distributions are fully funded and executed effectively, the Foodbank reserves the right to assign sponsors to specific locations as needed.

Site locations, distribution dates, and times are subject to change due to factors beyond the Foodbank's control, such as inclement weather or other unforeseen circumstances.

Promotion & Marketing

The Foodbank will handle all promotional efforts for Hunger Heroes distributions, ensuring consistency and maximizing outreach. Sponsors are welcome and encouraged to promote their participation, provided they use Foodbank-created materials to maintain a unified message.

Site Sponsors & Schedule

Distributions are strategically spread across the entire service area, ensuring that families in high-need communities throughout Southeastern Virginia and the Eastern Shore have access to fresh, nutritious food. To ensure consistency and accessibility, distributions will follow a standardized schedule, with each site operating on the same day and time each month throughout June, July, and August. This approach helps neighbors plan ahead and return regularly, reinforcing food security and building trust within the neighborhoods we serve.

Chesapeake

Date: 2nd Thursday

Time: 1:00-3:00 pm

Site Sponsor: Deep Creek Community Center

Location: 2901 Margaret Booker Dr, Chesapeake, VA 23323

Exmore

Date: 3rd Wednesday

Time: 1:00-3:00 pm

Site Sponsor: Exmore Town Park

Location: 3305 Main St., Exmore, VA 23350

Norfolk

Date: 1st Thursday

Time: 1:00-3:00 pm

Site Sponsor: Mary D. Pretlow Library

Location: 111 W. Ocean View Ave, Norfolk, VA 23503

Suffolk

Date: 4th Thursday

Time: 2:00-4:00 pm

Site Sponsor: Morgan Memorial Library

Location: 443 W Washington St, Suffolk, VA 23434

Virginia Beach

Date: 3rd Friday

Time: 6:00-8:00 pm

Site Sponsor: VB Parks & Rec | Parks After Dark, Williams Farm Park

Location: 5269 Learning Center Cir, Virginia Beach, VA 23462

Questions?

Contact Jeremy Rodden, Community Engagement Manager, at jrodden@foodbankonline.org or (757) 644-4432 or visit foodbankonline.org/hunger-heroes/.