

*New Hope,
New Beginnings*



Sponsorship Proposal

**Benefiting Food For The Poor's
Education Program in Jamaica**



Colonel Ridge Basic School - before



Colonel Ridge Basic School - after

**W Atlanta-Buckhead
September 10, 2010**

New Hope, New Beginnings



The Organization

Food For The Poor, the largest international relief and development organization in the nation, does much more than simply feed the millions of hungry poor in 17 countries of the Caribbean, Latin America and Mexico. We provide emergency relief assistance, clean water, medicines, educational materials, homes, support for orphans and the aged, skills training and micro-enterprise development assistance, with more than 96% of all donations going directly to programs that help the poor.

The Need

The gala will focus on the need for schools in Jamaica. Because of the overwhelming poverty permeating Jamaican society, many parents cannot afford to send their youngsters to school. Even public schools require money for books, uniforms and registration and families often depend on the children to help by begging in the streets. Some children attend classes sporadically... depending on how much, if any, money is available... and, in the case of large families, a choice has to be made as to which child will attend. Jamaica has a double-digit illiteracy rate and this only serves to perpetuate their downward spiral in economic conditions and standard of living.

The Event

The 3rd annual fundraising event, *New Hope, New Beginnings*, will be held on Friday, September 10, 2010 at W Atlanta-Buckhead. Guests will be treated to an evening of dinner, dancing and a fabulous silent auction. The silent auction, with art and collectibles from the Caribbean and Latin America, will also include designer jewelry, vacations, original art, golf foursomes and intimate dinners for two. Guests will then enjoy a gourmet dinner and dance the night away. Lastly, guests will participate in the Project Rally where they will have the opportunity to participate in the building of schools.

Sponsorship Levels and Benefits

\$25,000 – Platinum Level Sponsorship

- ☞ Three tables of ten at the event.
- ☞ Naming rights for one of the schools built in Jamaica.
- ☞ Name recognition as a principal sponsor on 3,000 invitations distributed in Georgia.
- ☞ Full-page advertisement from your camera-ready artwork in the event program book.
- ☞ Logo and name in event video presentation.
- ☞ Logo on the event website.
- ☞ Name and logo recognition as a top-level sponsor in all press releases.
- ☞ Top-level sponsor listing in all other *New Hope, New Beginnings* related publications.
- ☞ Presentation of recognition plaque to you or your corporate representative.

\$10,000 – Gold Level Sponsorship

- ☞ Two tables of ten at the event.
- ☞ Name recognition as a sponsor on 3,000 invitations distributed in Georgia.
- ☞ Full-page advertisement from your camera-ready artwork in the event program book.
- ☞ Logo and name in event video presentation.
- ☞ Logo on the event website.
- ☞ Name and logo recognition as a sponsor in all press releases.
- ☞ Sponsor listing in all other *New Hope, New Beginnings* related publications.
- ☞ Presentation of recognition plaque to you or your corporate representative.

\$5,000 – Silver Level Sponsorship

- ☞ One table of ten at the event.
- ☞ Name recognition as a sponsor on 3,000 invitations distributed in Georgia.
- ☞ Full-page advertisement from your camera-ready artwork in the event program book.
- ☞ Logo and name in event video presentation.
- ☞ Logo on the event website.
- ☞ Name and logo recognition as a sponsor in all press releases.
- ☞ Sponsor listing in all other *New Hope, New Beginnings* related publications.
- ☞ Presentation of recognition plaque to you or your corporate representative.

\$3,000 – Bronze Level Sponsorship

- ☞ Eight reserved seats at the event.
- ☞ Half-page advertisement in the event program book.
- ☞ Name recognition in event video presentation.
- ☞ Name recognition as a sponsor in all press releases.
- ☞ Sponsor listing in all other *New Hope, New Beginnings* related publications.
- ☞ Presentation of recognition plaque to you or your corporate representative.

\$1,500 – Copper Level Sponsorship

- ☞ Four reserved seats at the event.
- ☞ Name recognition in event video presentation.
- ☞ Name recognition as a sponsor in all press releases.
- ☞ Sponsor listing in all other *New Hope, New Beginnings* related publications.
- ☞ Presentation of recognition plaque to you or your corporate representative.

SPONSORSHIP RESPONSE FORM

September 10, 2010 at W Atlanta-Buckhead

PLEASE CHECK THE APPROPRIATE BOX:

SPONSORSHIP:

- Platinum (\$25,000)
- Gold (\$10,000)
- Silver (\$5,000)
- Bronze (\$3,000)
- Copper (1,500)

OTHER:

- Congratulatory or Business full-page ad in gala program book (\$750)

TICKETS:

- Table of 10 at the event (\$1,250)
- _____ Individual Tickets (\$125 per person)



Name _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Credit Card Info (circle): AMEX MC VISA DISC

Total Amt. to be Charged _____ Card # _____ Exp _____

Card Holder's Name _____ Billing Zip _____

For Office Use Only: SC _____ D# _____ IC _____ Cat _____ Mail Stat _____

~PLEASE LIST GUEST NAMES FOR YOUR TABLE~

The following parties will be seated at my table (please print):

1. _____
3. _____
5. _____
7. _____
9. _____

2. _____
4. _____
6. _____
8. _____
10. _____

Please make checks payable to:

Food For The Poor, Inc.

Attn: Special Events

6401 Lyons Road

Coconut Creek, FL 33073

Phone: (954) 427-2222 Fax: (954) 426-6500

**Artwork for the
program book is due
July 10, 2010**

For additional information, please call Kathy Leggatt at (954) 427-2222, ext. 6646
or visit www.foodforthe poor.org/atlanta.

The amount of your donation exceeding the cost of your meal is tax deductible by law.
All contributions are tax-deductible under IRS code section 501(c) (3).

Food For The Poor Fast Facts

- ☞ Now celebrating its 28th year of operation, Food For The Poor (FFP) is an interdenominational Christian relief and development organization working primarily in 17 countries in the Caribbean and Latin America, and also in the United States, to assist the poorest of the poor. By working together with pastors, missionaries and churches in these regions, we ensure that aid reaches those who need it most.
- ☞ Food For The Poor does much more than feed millions of hungry individuals. We drill life-giving water wells for those who otherwise wouldn't have clean drinking water; we provide lifesaving medical care; we build homes for families without adequate shelter; we provide skills training and micro-enterprise opportunities that enable the poor to work; and we give children an education that will enable them to break free from the cycle of poverty that has ensnared generations.
- ☞ Since our founding in 1982, Food For The Poor has distributed approximately 52,000 containers of aid to the poor. We have also built more than 61,200 housing units for people desperately in need of adequate shelter, and completed more than 1,000 water projects that provide lifesaving water and sanitation to hundreds of thousands of villagers in need.
- ☞ In 2009, Food For The Poor shipped 3,324 containers of aid and built 6,371 new housing units in the countries we serve.
- ☞ Fundraising and other administrative costs comprise less than 4% of our expenses; more than **96%** of all donations go directly to programs that help the poor.
- ☞ FFP supplies destitute coastal villages with four fiberglass boats with outboard engines, global positioning systems (GPS), fishing tackle, 100-quart coolers, safety equipment, a gear shed with freezer, a generator and powerful solar light for the village common area and training in deep-sea fishing. Fishing villages transform communities by offering residents hope and an opportunity to improve their lives. Currently, 17 fishing villages in Jamaica and 30 in Haiti are in operation.
- ☞ Our fruit tree program, started in 2007, has resulted in the planting of more than 335,000 fruit trees in Haiti and Jamaica. Our goal for 2009 is to multiply this achievement.
- ☞ We have completed 266 tilapia ponds that supply much-needed protein to malnourished children and their families, while also promoting self-sustainability in the participating communities.
- ☞ Our Angels Of Hope program sponsors more than 3,600 children in 95 orphanages throughout the Caribbean and Latin America. The children receive food, clothing, shelter, education and lots of love and attention.
- ☞ In a survey of the 200 largest U.S. charities, *Forbes* magazine has given Food For The Poor outstanding ratings of 98% in charitable commitment and 98% in fundraising efficiency. *December 2009*
- ☞ In the latest available ratings, Food For The Poor received the highest possible awards – four stars, from *Charity Navigator* and five stars from *Ministry Watch*.
- ☞ For the second consecutive year, *The Chronicle of Philanthropy* has ranked Food For The Poor as the largest international relief organization in the U.S., and the fourth-largest overall charity in the nation. (Rankings based on private support.) *October 2009*
- ☞ *Better Business Bureau* reports that Food For The Poor meets the extensive standards of America's most experienced charity evaluator. *June 2008*

March 2010