

Second Harvest Sponsorship Opportunities



Golden Apple Sponsorship – \$30,000

Sponsorship of all listed events entitles you to all Premier Level benefits, PLUS your logo banner displayed in our warehouse for one year and use of the Second Harvest conference room (1 time).

SUMMER 2025

Sip for Second Harvest –

hosted by the SHFB Auxiliary

June TBD, 2025

Every June, prepare for an unforgettable experience at the most highly anticipated event of the summer! Presented by the dedicated Second Harvest Auxiliary, this gathering is not just an occasion – it’s a celebration of community, compassion, and charity. With the generous backing of local wineries and sponsors, we come together at the picturesque Seascapes Golf Club in Aptos to indulge in an afternoon of pure delight. Savor the finest local wines, sway to the rhythm of live music, and tantalize your taste buds with delectable appetizers. It’s an affair not to be missed, where every sip and every note contributes to a noble cause and helps provide resources for our food-insecure neighbors.

Sponsorship for **Sip** gains access to an anticipated attendance of 250–300 local, motivated food bank supporters with aligned values and tastes.

	Premier \$5,000	Champion \$2,500	Supporting \$1,500	Friend \$500
Sip Sponsor Benefits				
Access to VIP tent, exclusive appetizers, wine and sparkling wine and SWAG bag. Optional podium time, unlimited tasting wristband	✓			
Logo or name on event collateral	logo	logo	name	name
Opportunity to put things in a SWAG bag	✓	✓	✓	✓
Social media appreciation post	✓	✓	✓	
Entry tickets (includes 8 tasting tickets per person)	8	6	4	-

Party in the Parking Lot

July TBD, 2025

Elevate your visibility and impact by becoming a sponsor of our second annual **Party in the Parking Lot** event featuring a live band and food trucks. Hosted at Second Harvest Food Bank, this family-friendly event benefits The Food Bank’s general fund. As a sponsor, you’ll not only gain exposure to a diverse and motivated Santa Cruz County audience, but also showcase your commitment to fighting hunger in our community.

Demonstrate your social responsibility with marketing opportunities and exposure to local Food Bank supporters with aligned values.

Sponsorship for **Party in the Parking Lot** gains access to an anticipated attendance of 150–200 local, motivated food bank supporters with aligned values and tastes.

	Premier \$5,000	Champion \$2,500	Supporting \$1,500	Friend \$500
Party in the Parking Lot Sponsor Benefits				
Logo or name on event collateral	logo	logo	name	name
BYO Banner	✓	✓	✓	✓
10% discount on merch store for t-shirt	✓	✓	✓	✓
Social media appreciation post	✓	✓	✓	
Podium time	✓			
Entry tickets	8	6	4	-



Contacts: Tina at 831-783-5320, tina@thefoodbank.org | Paul at 831-783-5329, paul@thefoodbank.org

Second Harvest Food Bank Santa Cruz County

800 Ohlone Parkway, Watsonville, Ca. 95076 | 831-662-0991 | thefoodbank.org

We are the Food Bank

FALL 2025

Chefs' Dinner October TBD, 2025

ALWAYS SELLS OUT

For the past 23 years, the annual Second Harvest **Chefs' Dinner** has served as the signature fundraiser for our Food for Children initiative. Sponsorship of **Chefs' Dinner** gains access to an anticipated attendance of 200–250 local motivated food bank supporters with aligned values and tastes. Please help us carry on this tradition of support and outreach. All sponsors have an opportunity to assemble a silent auction basket or item. Second Harvest prides itself on low overhead costs as well as providing this signature gala event where 90% of the money raised goes directly to our Food for Children Initiative.

Sponsorship for **Chefs' Dinner** gains access to an anticipated attendance of 200–250 local, motivated food bank supporters with aligned values and tastes.

	Diamond \$10,000+	Premier \$5,000	Champion \$2,500	Supporting \$1,500
Chefs' Dinner Sponsor Benefits				
Recognized host of champagne hour and hors d' oeuvres and VIP seating	✓			
Logo or name on event collateral	logo	logo	name	name
Social media appreciation post	✓	✓	✓	
Ad in event program	full page	1/2 page	1/4 page	-
Entry tickets	8	6	4	2

WINTER 2025

Holiday Food & Fund Drive

Nov. 2025 through Jan. 2026

Join Second Harvest Santa Cruz County in our largest, community-wide fundraiser of the year, the only time of year when the entire community comes together for one cause. With last year's achieved goal of providing 4.75 million meals, your support during the **Holiday Food & Fund Drive** is invaluable. Every dollar contributed translates to three nutritious meals distributed through our network of partner agencies and programs. Partner with us as a hunger fighter and showcase your commitment to making a tangible difference in our community.

This is a high exposure event with logoed collateral throughout the community in high-traffic locations.

	Diamond \$10,000+	Premier \$5,000	Champion \$2,500
Holiday Food & Fund Drive Sponsor Benefits			
Logo on event collateral, including barrels and t-shirts	✓	✓	✓
Social media appreciation post	✓	✓	✓
Awards Dinner, event program, posters and Spring newsletter	logo	logo	name
Entry tickets to Kick-off Event	4	2	2
Entry tickets to annual Awards Dinner	4	2	2

Ask us about more branding/sponsoring opportunities in our warehouse.

TRUCK SPONSORSHIPS

Reserve your space now. Next opportunity Summer 2027.