



PAN-FLORIDA CHALLENGE FOR
HUNGRY KIDS RIDE | MARCH 10-11, 2018

SPONSORSHIP AND MARKETING *opportunities*

Pan-Florida Challenge is a charity on mission to end childhood hunger in Florida one meal at a time. Through our fundraising and partnerships, we provide meals to hungry children who do not know where their next meal is coming from with PFC Power Packs. Last year, every Friday of the school year, we provided weekend backpack meals to 2,500 children in eight Florida counties. This equates to over 3 million meals given to hungry children in our community.

Through a vast network of food distribution partners, schools, child care providers, experts, activists, and sponsors we plan to educate and engage as many people as possible in the ongoing struggle to end childhood hunger.

**RIDE FOR A WEEKEND
FEED A CHILD FOR A YEAR**



EVERY CHILD DESERVES TO EAT.

Hunger in local Florida children is at epidemic levels - one in four children go hungry right here. Every Monday morning, some children return to their elementary schools famished and unable to learn, having not eaten since Friday afternoon at school. We call them "empty-refrigerator kids." The Pan-Florida Challenge brings awareness and nutritious meals to these "empty-refrigerator kids" who go hungry over the weekends in eight Florida counties. What happens when hungry kids return to school having not eaten for 68 long hours? They lose the opportunity to learn on Monday, 20% of their school week. We set out to solve the problem of what we call "Lost Mondays" by feeding children through the PFC Power Pack™ Program.

The PFC Power Pack™ contains 13 kid-friendly nutritious meals delivered directly to the backpacks of hungry children every Friday. These meals exceed the USDA recommendations for proteins, calories, and carbohydrates for kids. With nutritious food, we will be providing equal access to education and creating ladders out of generational poverty. With your help, we will solve for this, one PFC Power Pack™ at a time.



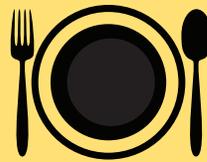
The Ride

On March 10-11, 2018 the Pan-Florida Challenge for Hungry Kids Ride will take riders on one of five ride routes:

- 10-mile Family Fund Ride (Naples to Naples)
- 30-mile (Naples to Naples)
- 60-mile (Naples to Naples)
- 100-mile (Naples to Naples)
- an epic 180-mile journey across Florida from Naples to Vero Beach

Join us in accomplishing our bold event goal of raising funds in just one weekend to provide millions of meals to feed hungry kids in Florida.

Pan-Florida Challenge for Hungry Kids Impact (2015 - 2018)



3,637,000 MEALS
provided to hungry children

34

34 SITES in eight Florida counties

4,102
number of donors

1,350
number of volunteers



2,500+ CHILDREN
will receive PFC Power Packs™
this year

50 NUMBER OF SPONSORS

Your Impact

Sponsorship contributions, in addition to rider registration fees, help cover the costs of hosting the ride event. We keep the ride event costs very low so that every dollar raised by riders goes directly to feed hungry children.

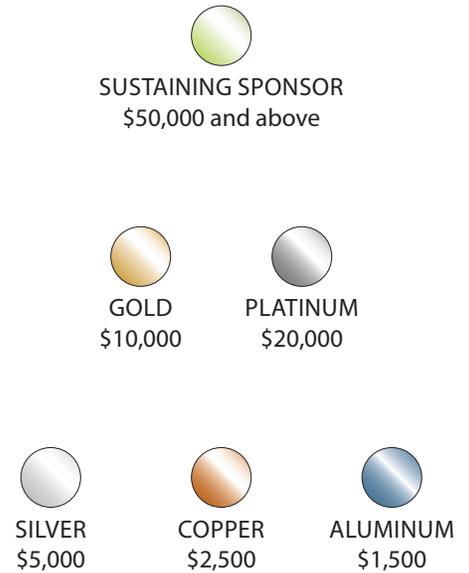
Companies that invest both human and financial resources to end childhood hunger become part of our family. By supporting the Pan-Florida Challenge through cash and in-kind donations, corporate partners will help end the epidemic of childhood hunger in our communities.

This is a unique opportunity to reach a highly educated, affluent, and athletic rider market, while helping children in our communities. Our riders and volunteers notice and have a great appreciation for our sponsors. Please consider partnering with Pan-Florida Challenge as a sponsor.



SPONSORSHIP OPPORTUNITIES*

SPONSORSHIP PARTICIPATION LEVEL



SPONSORSHIP BENEFITS

	Sustaining \$50,000+	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Copper \$2,500	Aluminum \$1,500
Banner placement at start and finish lines and overnight stop	✓	✓	✓	✓	✓	✓
Company logo on website and registration site	✓	✓	✓	✓	✓	✓
Opportunity to attend Start Line and Finish Line Events	✓	✓	✓	✓	✓	✓
Recognition of sponsorship via social media outlets	✓	✓	✓	✓	✓	✓
Logo printed on volunteer shirts	✓	✓	✓	✓	✓	
Logo placement on jersey	✓	✓	✓	✓		
Placement of your product and materials at aid stations/in rider kits	✓	✓	✓	✓		
Recognition of sponsorship in press releases	✓	✓	✓	✓		
Logo placement on collateral materials	✓	✓	✓	✓		
Prominent logo placement on rider jersey	✓	✓	✓			
Opportunity to distribute food at a local school	✓	✓	✓			
Opportunity to present remarks at start and finish lines	✓	✓	✓			
Attribution on PFC Power Packs™	✓	✓	✓			
Logo placement on gear trucks	✓	✓				
Acknowledgement in advertising and press releases	✓	✓				
Customized opportunities, as agreed	✓					

* All exclusive branded sponsorship opportunities include the benefits associated with the dollar level above, plus exclusive recognition within the specific item/opportunity. Recognition opportunities provide for customization based on mutual agreement of sponsor and PFC.

PAN-FLORIDA CHALLENGE TEAM

Ed Mullen
Chairman and Founder

Joe Belz
Board Member

Joe Bradley
Board Member

Jim Gula
Board Member

Sue Mullen
Board Member

Robert Drew Vigorito
Ride Director and Board Member

Jim Willey
Board Member

Jeri Goetz
Executive Director

Jessica Rosado
Project Manager

Melissa Ellison
Communications Director



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www.panfloridachallenge.org

**FOR INFORMATION ON
SPONSORSHIPS AND MARKETING
OPPORTUNITIES CONTACT**

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239-298-1620**

*Gifts are fully tax deductible
as allowed by law.*

