

# END HUNGER

IN CALVERT COUNTY

## WHO WE ARE

End Hunger In Calvert County is an accredited 501(c)3 nonprofit organization whose mission is to end hunger in Southern Maryland, one family at a time through our programs.

## WHEN YOU SPONSOR, YOU SUPPORT

### WAREHOUSE

In our food new distribution warehouse, End Hunger supplies non-perishable and healthy food and resources to 71 Partner feeding organizations throughout Southern Maryland, including food pantries and HeartFelt Backpacks.

In 2023, End Hunger distributed nearly 2 MILLION pounds of products and resources to thousands who were struggling financially.

### CULINARY PROGRAM

The Culinary Program introduces foundational culinary and workplace readiness skills to individuals 16 years or older with learning differences seeking employment in the food-service and catering industries.

The FREE ten-week program provides budgeting, personal development and skills training to individuals with disabilities to gain independence and gainful employment.

### END HUNGER MONTH

The Maryland State Senate and Calvert County Board of Commissioners officially declared October as End Hunger In Calvert County Month.

During October, we host a county-wide food drive. This is one way local businesses and families can be involved in restocking our Partner Food Pantry shelves.



## OUR EVENT

End Hunger's Annual Bike Ride is one of its most important fundraising events that attracts over 600 cyclists across the DMV and empowers End Hunger (EHCC) to enhance its impact. The Bike Ride's routes range from 16 miles to a metric century, featuring views of the bay, marina, farmland, and wineries of Southern Maryland.

## OUR COMMITMENT

\$0.96 of every dollar is dedicated to the moving of community members from dependency to self-sufficiency. Your participation in the 2024 Bike Ride enables EHCC to continue its meaningful impact in its immediate community and the surrounding areas.



# SPONSORSHIP LEVELS

## IN PARTNERSHIP SPONSOR | \$7,500

- “In Partnership With” Branding on All Marketing Materials, Including Email Blasts, Press Releases, Social Media, Sponsor Signage and Website
- Complimentary On-Site Event Booth
- Company Logo on Exclusive Cycling Jerseys for Merchandise
- Company Logo on Exclusive SWAG Item in Participant Bags
- 6 Complimentary Registrations for our End Hunger Bike Ride
- Optional Company Provided SWAG Item/Marketing Materials in Participant’s Bags as Giveaway

## EVENT DETAILS

**April 27, 2024**

Start Time: 7am

Start & Finish Location:  
6201 Solomons Island Road,  
Huntingtown MD 20639

### **Sponsor Contact:**

Megan Rollins

410-257-5672

[mrollins@endhungercalvert.org](mailto:mrollins@endhungercalvert.org)

## FOOD SPONSOR | \$5,000

- “Food Sponsor” Branding on All Marketing Materials, Including Email Blasts, Press Releases, Social Media, Sponsor Signage and Website
- Exclusive Event Signage at the Post-Ride Party
- Company Logo on Exclusive Cycling Jerseys for Merchandise
- 4 Complimentary Registrations for our End Hunger Bike Ride
- Optional Company Provided SWAG Item/Marketing Materials in Participant’s Bags as Giveaway

## IN-KIND DONATIONS

Interested in donating in-kind items in addition to a sponsorship? The End Hunger team will work with you to identify a product or service that the cyclists would love. Additionally, End Hunger hosts a Post-Ride Party featuring a raffle which garners significant engagement. Raffle items typically are \$50- \$100 in value and are appealing to the cycling crowd. Contact Megan Rollins for additional information.

## MERCHANDISE SPONSOR | \$2,000

- “Merchandise Sponsor” Branding on All Marketing Materials, Including Email Blasts, Press Releases, Social Media, Sponsor Signage and Website
- Exclusive Event Signage at Merchandise Sales
- Company Logo on Exclusive Cycling Jerseys for Merchandise
- Optional Company Provided SWAG Item/Marketing Materials in Participant’s Bags as Giveaway

## EVENT BOOTH

**FOR AN ADDITIONAL \$100 DONATION, ANY SPONSOR CAN HAVE AN ON-SITE EVENT BOOTH DURING THE POST-RIDE PARTY WITH ACCESS TO HUNDREDS OF CYCLISTS.**

## JERSEY SPONSOR | \$1,000

- Company Logo Included in All Marketing Materials, Including Email Blasts, Press Releases, Social Media, Sponsor Signage and Website
- Company Logo on Exclusive Cycling Jerseys for Merchandise - Limited to 6 spots
- Optional Company Provided SWAG Item/Marketing Materials in Participant’s Bags as Giveaway





# REST STOP SPONSORSHIP

## COLLABORATIVE

## EXCLUSIVE

FAITH ASSEMBLY	\$100	\$200	100+ Cyclists
JUG BAY WETLANDS	\$250	\$500	350+ Cyclists
HERRINGTON HARBOUR	\$400	\$800	550+ Cyclists
FRIDAY'S CREEK WINERY	\$500	\$1,000	650+ Cyclists

## REST STOP DETAILS

- "Rest Stop Sponsor" Branding & Company Name on All Marketing Materials, Including Email Blasts, Press Releases, Social Media, Sponsor Signage and Website
- Sponsor Signage at Rest Stop
- Optional Event Booth at Rest Stop to Provide Giveaways & Marketing Materials
- Optional Company Provided SWAG Item/Marketing Materials in Participant's Bags as Giveaway

# ROUTE SPONSORSHIP

16 MILER	\$100	30+ Cyclists
50 MILER	\$200	80+ Cyclists
38 MILER	\$300	150+ Cyclists
63 MILER	\$500	350+ Cyclists

## ROUTE DETAILS

- "Route Sponsor" Branding & Company Name on All Marketing Materials, Including Email Blasts, Press Releases, Social Media, Event Signage and Website
- Route Named After Company, Ex. "Acme 16 Miler"
- Company Logo Print on All Cue Sheets for Cyclists
- Optional Company Provided SWAG Item/Marketing Materials in Participant's Bags as Giveaway

