



Party With a Purpose®



SATURDAY • FEBRUARY 4, 2017



SPONSORSHIPS

Max Kittel 615-584-8836



PARTY WITH A PURPOSE®

Born out of humble beginnings in the atrium of a bank in Minneapolis before Super Bowl XXVI in 1992, Taste of the NFL has now taken its place in the pantheon of elite Super Bowl events. And it's done so with the generous assistance of hundreds of the nation's finest culinary professionals, NFL superstars and thousands of volunteers. Above all, this collective effort has resulted in over 200 million meals for families in NFL cities across the country. As we enter our 26th year the need has, unfortunately, grown. Through the commitment and character of our TNFL family and the support of great partners, we will keep fighting to end hunger in America.

That first year, the sold-out event raised \$90,000, with all of the proceeds going to local and national hunger relief organizations. For each of the next twenty-three seasons, Taste of the NFL was presented on the eve of the Super Bowl in each of the Super Bowl cities, continuing the Minnesota-born tradition.

Traditionally, TNFL is the largest public fund-raiser at Super Bowl. In 2011 TNFL XX exceeded its goal by becoming the first Super Bowl public charity event to distribute \$1 million for the cause in one night. That accomplishment made it possible for Taste of the NFL donations to be made to Feeding America food banks in each of the NFL cities in the name of that city's NFL team. According to Feeding America, each \$1 dollar donated by TNFL results in eight meals to families in need. To date, Taste of the NFL's Party with a Purpose® has distributed over \$16 million to food banks in all thirty-one NFL cities.

Taste of the NFL has evolved into a year-long effort to raise even more awareness and funds in the fight against hunger. With our Kick Hunger Campaign and numerous local events supported by NFL teams, an additional \$9 million has been distributed to hunger relief organizations, bringing the distributed total to over \$25 million. These efforts have not gone unnoticed. Over its 25-year history TNFL has consistently received over 300 million media impressions annually for its efforts on behalf hunger relief. Millions of needs, thousands of families, and dozens of new hunger projects and contacts have been affected by this effort. The goal is to end hunger, and the team is dedicated to achieving that goal, community by community, using the national success to jump-start local action.





THE GUESTS AND CELEBRITIES



Taste of the NFL's success is well deserved. The event celebrates not only two of America's favorite passions, food and football, but also the power and conviction of the human spirit.

It is in this spirit that 32 acclaimed chefs alongwith current, Hall of Fame and Alumni players representing each of the NFL franchises participate in the Taste of the NFL. As one of a select few events officially sanctioned by the NFL at Super Bowl, this high profile event attracts top celebrities and sports figures, including Meredith Vieira, AnnCurry, Miss America, Alyssa Milano, Andy Roddick, Justin Timberlake, Larry the Cable Guy, Dan Marino, Joe Montana, Jeff Gordon and Daymond John, culinary stars Ted Allen, Andrew Zimmern, Cake Boss, Tom Colicchio, Bobby Flay and Adam Richman to name a few.

whose sponsorship efforts push the cost/donation ratio of the event in favor of giving.





THE ENTERTAINMENT

Taste of the NFL also boasts an evening of exciting live entertainment by renowned musical artists. Past artists have included Brooks & Dunn, Michael McDonald, and Sara Evans, Little Big Town Styx, Barenaked Ladies, Martina McBride, Third Eye Blind and many more.

With a collection of the nation's greatest chefs, access to seemingly unattainable collectibles, and music that completes an extraordinary evening of food, fun and football, Taste of the NFL remains the premier entertainment and business hospitality event of the Super Bowl weekend.



THE SILENT AUCTION

Each year Taste of the NFL's silent auction features unique sports memorabilia, celebrity items, fabulous vacation packages, jewelry and more - over 250 items to bid on AND... a diamond raffle. All proceeds benefit hunger relief.





THE RECIPIENTS

Taste of the NFL primarily supports the 32 FeedingAmerica affiliates in each of the NFL cities.

The 2014 study reveals that each year, the Feeding America network of food banks provides service to 46.5 million people in need across the United States, including 12 million children and 7 million seniors. Through a network of 58,000 pantries, meal service programs, and other charitable food programs, the Feeding America network reaches people in need in every community across the U.S.

TNFL also supports ancillary hunger relief organizations in the Super Bowl host city each year.



PARTNERS OPPORTUNITY

From its inception, Taste of the NFL has been driven by the commitment of a core group of supporters from the worlds of sports, food and wine. But it is our Sponsor Partners who each year create the extraordinary momentum that maximizes dollars and heightens awareness for the cause.

This year, we invite you to join the ranks of some of America's finest companies that have included a Taste of the NFL sponsorship in their marketing strategy. Experience just how rewarding it is to have a hand in nourishing your community while generating brand awareness and new business opportunities among TNFL's highly qualified and affluent audience.

The package is compelling: annual media coverage for TNFL that in 2015/16 exceeded 350 million impressions; a web site that averages 5 million users per year; a diverse group of food, football, motion picture and music greats who engage their millions of social media followers in TNFL and it's mission, and numerous strategic market and key client hospitality opportunities. Topping it all off is the unrivaled excitement of the most popular sporting event in America. Bottom line, TNFL is the best platform for raising awareness for hunger relief and broadening the visibility of those that support that effort.

It is always our preference to create marketing platforms that align with our partners' specific needs. Please contact Max Kittel to discuss how we can integrate Taste of the NFL into your marketing strategic plan.

The background features a blue-tinted skyline of Houston, Texas, with a circular seal in the upper right corner. The seal contains the text "HOUSTON TEXAS" and "THE ENERGY CAPITAL OF THE WORLD".

Party With a Purpose®



26 YEARS OF
FIGHTING HUNGER!

According to the 2011 Cone Cause Evolution Study, 83% of Americans believe that companies have a responsibility to support causes, and 92% report a more positive image of a company that supports a cause they care about. Almost 90% of consumers said they would switch to a brand that is associated with a worthy cause if price and quality are equal.

**GIVING IS
GOOD BUSINESS!**