

8<sup>TH</sup> ANNUAL CAMPAIGN

SPONSORSHIP



*ONE TROPHY. ALL THE GOOD.*

MARCH 17 & APRIL 7

With just  
**1 box**  
It takes just  
**1 company**  
Dedicating  
**1 day**  
To show kids they matter, and that's  
**everything**



## THE EVENT

In one shining moment, the top companies in the Twin Cities, and across the country, will compete against each other in a virtual packing challenge. We'll kick off the campaign with a virtual event, then companies will have two weeks to pack their kits, each one timed. Each company will submit one average time. The fastest time will win the bracket and take home the MATTERbox Madness Trophy (and bragging rights).

You matter.

**MARCH 1**  
Registration Deadline

**MARCH 17**  
Virtual Kick-off Event

**APRIL 7**  
Virtual Celebration, Highlights,  
& Trophy Presentation



# THE CAUSE

The MATTERbox Madness campaign was created because we believe no Minnesota kids should go hungry over the summer. With the current pandemic, the need for healthy meals has never been higher. So we're calling all companies to join us to help provide 50,000 meals for kids and families and show each one that they matter.

**50,000**  
Healthy meals







# EVENT SPONSOR

## TEAM SPONSOR - \$1,000

- >> 6 VOLUNTEER KITS (300 MEALS)
- >> RECOGNITION AS TEAM SPONSOR IN MATTER EVENT PROMOTION
- >> ENTRY IN MATTERbox MADNESS BRACKET

## CORPORATE SPONSOR - \$2,500

- >> 15 VOLUNTEER KITS (750 MEALS)
- >> RECOGNITION WITH COMPANY LOGO AS CORPORATE SPONSOR IN MATTER EVENT PROMOTION
- >> ENTRY IN MATTERbox MADNESS BRACKET





## **GOLD SPONSOR - \$5,000**

- >> 30 VOLUNTEER KITS (1,500 MEALS)
- >> RECOGNITION WITH COMPANY LOGO AS GOLD SPONSOR IN MATTER EVENT PROMOTION
- >> RECOGNITION AS GOLD SPONSOR IN MATTER PRESS RELEASE
- >> ENTRY IN MATTERbox MADNESS BRACKET

## **PLATINUM SPONSOR - \$10,000**

- >> 60 VOLUNTEER KITS (3,000 MEALS)
- >> RECOGNITION WITH COMPANY LOGO AS PLATINUM SPONSOR IN MATTER EVENT PROMOTION
- >> RECOGNITION AS PLATINUM SPONSOR IN MATTER PRESS RELEASE
- >> PRE-DESIGNED COMMUNITY PUBLIC RELATIONS PACKET
- >> ENTRY IN MATTERbox MADNESS BRACKET



## PRESENTING SPONSOR

**\$25,000**

- >> 100 VOLUNTEER KITS (5,000 MEALS)
- >> RECOGNITION WITH COMPANY LOGO AS PRESENTING SPONSOR IN MATTER EVENT PROMOTION
- >> LOGO PLACEMENT AS MAJOR SPONSOR ON 2022 MATTERbox MADNESS LANDING PAGE
- >> RECOGNITION AS PRESENTING SPONSOR IN MATTER PRESS RELEASE
- >> PRE-DESIGNED COMMUNITY PUBLIC RELATIONS PACKET
- >> ENTRY IN MATTERbox MADNESS BRACKET



For questions & sponsorship inquiries, please contact:  
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LET'S PUT THE  
**'DO' IN DONATE**



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