



WHO WE ARE

Founded as a direct response to the fact that 35% of food goes to waste while 1 in 7 people is food insecure, 412 Food Rescue brings perfectly good surplus food to individuals and families experiencing food insecurity.

Volunteer #FoodRescueHeroes transport this food to nonprofit partners through our innovative mobile app.

412 Food Rescue is committed to pioneering solutions that scale food recovery.

Our initiatives range from building technology and logistics infrastructure to creating new markets for products all while preventing food waste and tackling hunger.



A virtual celebration to benefit
412 Food Rescue

*Nourishing the Mind,
Body, & Soul*

OUR IMPACT



16M

pounds rescued



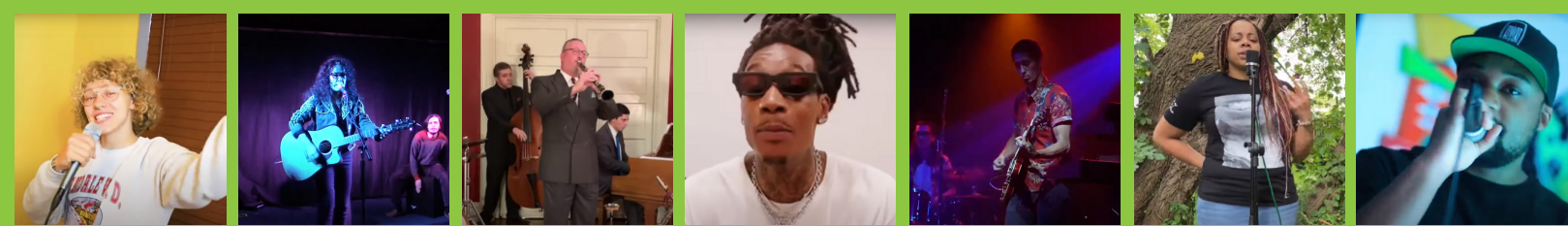
13.9M

meals provided



9M

lbs of carbon mitigated



Benefitting 412 Food Rescue, this virtual event will feature Pittsburgh musicians, artists and other local talent and celebrate all "yinz" who make this city so amazing.

PRESENTING SPONSOR ——— \$15,000
(LIMIT 1)

- Event Naming Rights:
"412 Food Rescue's Yinz Citizen presented by"
- Corporate logo incorporated into the event to be used on all digital materials and media promotion (emails, posts, event ticketing, etc.)
- Sponsor Spotlight on 412 Food Rescue social channel prior to event
- Media Coverage in Pittsburgh City Paper (4 half-page ads, email blast, website takeover, social mentions and more)
- Media Coverage on iHeart Media properties - 96.1 KISS-FM and 94.5 3WS (34 combined 15-sec spots)
- Pre-recorded and/or live-streamed 5-minute segment featuring company representative

OPENING ACT SPONSOR ——— \$10,000

- Logo linked under the Opening Act Section on event page
- Tagged in all social promotional posts
- Sponsor Spotlight on 412 Food Rescue social channel prior to event
- Logo linked in emails featuring event
- Logo listed on event ticketing page
- Name included in 1 half-page ad in Pittsburgh City Paper
- Pre-recorded and/or live-streamed 1-minute segment featuring company representative

MAIN STAGE SPONSOR ——— \$5,000

- Logo linked under the Main Stage Section on event page
- Tagged in all social promotional posts
- Name linked in emails featuring event
- Name listed on event ticketing page
- Multiple mentions during event broadcast
- Pre-recorded :30 segment featuring company representative

ENCORE SPONSOR ——— \$2,500

- Name linked under the Encore Section on event page
- Tagged in all social promotional posts
- Name linked in emails featuring event
- Name listed on event ticketing page
- Name mentioned during event broadcast

FAN SECTION SPONSOR ——— \$1,000

- Name listed under the Fan Section on event page
- Name mentioned during event broadcast

MEDIA / IN-KIND DONATION

- Listing on website

412 Food Rescue reaches over 40,000 combined followers across Facebook, Twitter and Instagram, as well as more than 16,000 e-news subscribers.

**8,600 VIEWERS TUNED IN TO WATCH YINZ CITIZEN
LIVE IN 2020 AND WAS FEATURED IN:**



For more information, please contact
Sara Swaney at sara@412foodrescue.org.