

FOODSTOCK 2024

SPONSORSHIP
PACKAGE



G♥**FB** THE GREATER
VANCOUVER
FOOD BANK



Foodstock is a signature event benefiting the Greater Vancouver Food Bank. Our mission is providing healthy food to those in need.

We directly support over

16,500 people

each month

in Vancouver, Burnaby,
New Westminister, and
the North Shore.

13% are seniors 28% are children

Our weekly clients
allotments are at least

65%

fresh food items
like produce, bread, eggs,
and dairy.

Demand for food support is
growing as we register

750-900

new clients
each month.

FOODSTOCK 2024

EVENT DETAILS

Sunday, June 23rd
Swangard Stadium, Burnaby

Ticket goal of 2,500 (including comps)
Admission Tickets are \$35 and include a full size beverage.

Yukon Blonde will headline the stage, with local food trucks, local beverage vendors, and local marketplace vendors on-site.



FOODSTOCK 2023 - RECAP



Said the Whale headlined 2023.

Media Attention

[Global News \(16:30\)](#) [Burnaby Now](#)

[CBC News \(12:30\)](#)

[Daily Hive](#)

[Georgia Straight](#)

[Miss 604](#)

[Vancouver Magazine](#)

[Curiosity](#)

[Burnaby Beacon](#)

Presenting Sponsor

\$25,000

SOLD

- Industry Exclusivity.
- Logo or Name inclusion in all print materials at the event.
- Name inclusion in approximately \$17,000 in paid media exposure (Foodstock 2024, presented by ...) from date of confirmation onward
- Banner on stage
- Minimum 2x organic Social Media tags from GVFB/Foodstock accounts.
- Logo, link and name inclusion on event listing at foodbank.bc.ca
- 100 complimentary tickets.
- Recognition from the stage during event.

Stage Sponsor

\$10,000

- Industry Exclusivity in top 3 Sponsorship tiers
- Signage on stage.
- Minimum 1x organic Social Media tags from GVFB/Foodstock accounts.
- Logo, link and name inclusion on event listing at foodbank.bc.ca
- 50 complimentary tickets
- Recognition from the stage during the event.

Logistics Sponsor

\$10,000

- Industry Exclusivity in top 3 Sponsorship tiers
- Signage on stage.
- Minimum 1x organic Social Media tags from GVFB/Foodstock accounts.
- Logo, link and name inclusion on event listing at foodbank.bc.ca
- 50 complimentary tickets
- Recognition from the stage during the event.
- Sponsorship fee is negotiable if sponsor can provide 150x 3/4 inch sheets of plywood to cover the track.

SOLD

Marketplace Sponsor

\$5,000

- Logo on signage displayed in Marketplace.
- Logo and link inclusion on event listing at foodbank.bc.ca
- 20 complimentary tickets.
- Recognition from the stage during the event.

Games Area Sponsor

\$5,000

- Logo on signage displayed in Games area.
- Logo and link inclusion on event listing at foodbank.bc.ca
- 20 complimentary tickets.
- Recognition from the stage during the event.

Beverage Boulevard

Sponsor

\$5,000

- Logo on signage displayed in Beverage Boulevard.
- Logo and link inclusion on event listing at foodbank.bc.ca
- 20 complimentary tickets.
- Recognition from the stage during the event.

Food Truck Alley

Sponsor

\$5,000

- Logo on signage displayed in Food Truck Alley.
- Logo and link inclusion on event listing at foodbank.bc.ca
- 20 complimentary tickets.
- Recognition from the stage during the event.

Volunteer Sponsor

\$2,000

- Sponsor Branded Volunteer T-shirts to be worn by all Event Staff, including Volunteers and GVFB Staff.
- Logo displayed in Volunteer Lounge
- Logo and link inclusion on event listing on foodbank.bc.ca
- 20 complimentary tickets
- Recognition from the stage during the event.

- Requirement: To provide 15 volunteers x two shifts (morning and afternoon) for the event. Full shift details will be provided one month in advance of the event.

SOLD



Backline Sponsor

\$2,000

- Logo on signage displayed back stage.
- Logo and link inclusion on event listing at foodbank.bc.ca
- 10 complimentary tickets.
- Recognition from the stage during the event.
- Sponsorship fee is negotiable if sponsor can provide backline for bands (amps, drums, etc). A full list will be provided three months in advance of the event.

Green Room Sponsor

\$2,000

- Logo on signage displayed in Green Room.
- Logo and link inclusion on event listing at foodbank.bc.ca
- 10 complimentary tickets.
- Recognition from the stage during the event.
- Sponsorship fee is negotiable if sponsor will provide the hospitality rider for the bands. A full list will be provided one month in advance of the event.



TO SPONSOR OR INQUIRE, PLEASE CONTACT



TERRA PAREDES

Manager of Community Events and Engagement

Email: terrap@foodbank.bc.ca

Phone: 604-876-3601 ext.373

Or visit:

foodbank.bc.ca/events/foodstock/

Sponsorships must be fully paid and all necessary collateral provided to the GVFB by Friday, June 7, 2024 in order to confirm and participate.