



**Raleigh CROP Hunger Walk  
October 30, 2011**

[www.cropwalkraleigh.com](http://www.cropwalkraleigh.com)

**SPONSORSHIP INFORMATION**

# Why Sponsor the CROP Hunger Walk?

There are many reasons why it makes smart business sense to sponsor the CROP Hunger Walk.

## When you support CROP Hunger Walks, you're:

- Supporting long-term development in some 80 countries
- Helping meet the special needs of refugees
- Assisting in disasters and famines
- Sharing some \$3,600,000 annually to support local hunger fighting efforts across the U.S.
- Getting some exercise, too!



## Profile of a CROP Walker

- 68% are over 18, average age is 33.5
- About two-thirds are women
- 64% of CROP Walkers over age 18 have a college or advanced degree, half are professionally employed in their communities
- Half are CROP Walking for their second, third, fourth, or more time
- 73% of participants say fighting hunger locally and globally is their key reason for taking part
- 53% say the CROP Hunger Walk is the only fund-raising marathon-type activity in which they participate
- Walkers get about 95% of their sponsors from their neighborhood, workplace, family, and place of worship

## CROP Hunger Walks: Our Numbers Make a Difference

- 5,487,307 CROP Hunger Walkers over the past 20 years
- 1,776 CROP Hunger Walks and other community events in Fall 2005-Spring 2006
- 35,527 CROP Hunger Walks in the past two decades
- Food banks, pantries, and other local hunger-fighting initiatives received checks from CROP Hunger Walks in Fall 2005-Spring 2006 totaling some \$3.6 million
- Upwards of 200 corporations match employee gifts and/or volunteer hours to the CROP Hunger Walk
- \$264,859,614 raised by CROP Hunger Walkers over the past 20 years

# **CROP Hunger Walk Sponsorship Summary**

## **Sponsorship Benefits**

Sponsorship of the CROP Hunger Walk will support the struggle against hunger locally and around the world.

Sponsorship offers substantial advertising exposure through radio and print promotion as well as through an event-day promotional giveaway (T-shirts, water bottles, etc). Each walker will be offered a route map, which also lists all sponsors.

## **The Event**

The CROP Hunger Walk will take place on October 30, 2011 at 3:00pm.

## **The Participants**

Now in its 31st year, the Raleigh CROP Hunger Walk reaches a diverse group of individuals and families from the area.

The 600+ walkers come from businesses, schools, colleges, churches, synagogues and community groups. They range in age from 4 to 94.

Raleigh CROP Hunger Walk is one of the top 100 walks across the nation in funds raised (out of nearly 2,000 CROP Hunger Walks each year).

## **The Cause**

- Proceeds from CROP Hunger Walks help fight hunger.
- Local food programs - including Catholic Parish Outreach, Food Bank of Central and Eastern North Carolina, Inter-Faith Food Shuttle, North Raleigh Ministries, Partners for Strong Communities, and the Urban Ministries of Wake County benefit from CROP Hunger Walk funds.
- Funds are also used nationally and internationally by agencies such as Church World Service, CARE, Heifer International, Catholic Relief Services, American Joint Jewish Distribution, and others.
- CROP Hunger Walks are a community event sponsored by Church World Service for the benefit of all.

# The CROP Hunger Walk Site Sponsorship Opportunity

- \$1,000** Individual corporate signage at start of the Walk  
Larger logo on t-shirts or similar promotional item given to 600+ walkers  
Business name on thank-you board and thank-you flier
- \$500** Individual corporate signage at a mile marker along the route  
Logo on t-shirts or similar promotional item given to 600+ walkers  
Business name on thank-you board and thank-you flier at the Walk start
- \$250** Logo on t-shirts or similar promotional item given to 600+ walkers  
Business name on thank-you board and thank-you flier
- \$100** Business name on t-shirts or similar promotional item given to 600+ walkers  
Business name on thank-you board and thank you flier

**For more information contact:**  
**Ajay Shah, Treasurer at [ajay.r.shah@gmail.com](mailto:ajay.r.shah@gmail.com) or call 888-297-2767**

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## CROP Hunger Walk Sponsorship

\_\_\_ Yes! Our business would like to sponsor the CROP Hunger Walk at the following level:

- \$1,000       \$500       \$250       \$100

Enclosed is our check (payable to **Triangle Interfaith Alliance** with **Friends of CROP** written in the memo) and a camera-ready copy of our logo (for donations \$250 or above).

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mail to: The Interfaith Alliance  
Attn: CROP WALK  
PO Box 40156  
Raleigh, NC 27629

**\* Logo Requirements:**

- At least 300 dpi (high resolution) – original image, not resampled
- Image size no smaller than 2 inches in any direction
- Color
- Saved as a TIFF, EPS or high quality JPEG