



The National AgriMarketing Association Iowa Chapter is proud to introduce the *Cold Run for Warm Meals*, a 2.5-mile run benefitting the Iowa Food Bank. Food insecurity is a challenge that affects an incredible amount of Iowans —an astounding one in five of our state’s children do not have enough to eat. As a leader who has stood for helping provide our state, our nation and our globe with food, fuel and fiber — we ask that you join us to stand against hunger in Iowa by supporting the *Cold Run for Warm Meals*.

When

Saturday, March 29, 2014

- 8:00 – Race day registration and late-packet pickup begins
- 9:00 – Confluence Brewery opens for non-runners
- 9:20 – Race lineup
- 9:30 – Race start
- 10:00 – After-party begins at Confluence Brewery
- 10:30 – Awards and honors begin at Confluence Brewery
- 11:00 – Race course closes

1 in 8 Iowans are food insecure

1 in 5 Iowa children does not have enough to eat

395,620 Iowans live at or below the poverty level

For every \$1 donation, the Food Bank of Iowa can provide 4.5 meals

Where

Cold Run for Warm Meals will kick off at Gray’s Lake in Des Moines, Iowa, and conclude at Confluence Brewery, located at 1235 Thomas Beck Road, Des Moines, Iowa.

Show Your Support

Run: Create a team or register individually to participate in the race, with your registration amount benefitting the Iowa Food Bank. Register today at: www.runsignup.com/coldrunforwarmmeals.

Sponsor: A number of sponsorship levels are available to best fit your company. Please see the following page for sponsorship opportunities. Any questions regarding sponsorship opportunities can be directed to Tom Hudson at thudson@vancepublishing.com.

Share information: We encourage and would sincerely appreciate you sharing information via your company’s newsletters, internal communications and social media sites. We have ready-to-supply content for each of these needs if desired, available by emailing Leslie Maynes at lesliem@2rm.com.

Learn more: If you are unable to participate or support the race, we ask that you consider extending your support to the Iowa Food Bank. A number of opportunities exist, from hosting a company food drive to supporting children in need of nutrition outside of the school system through the Backpack Program™, a program designed to lessen the consequence of chronic childhood hunger by providing a sack of kid-friendly foods to low-income elementary school children on weekends when they do not have access to the federal free and reduced-price meal program. Visit www.foodbankiowa.org to learn more.

Sponsorship Levels

Premier - \$1,000 and above

- Large logo on event T-shirt
- Logo on event signage and race trail markers
- Formal recognition as Premier Level sponsor at run-close event at Confluence Brewery
- Named as Premier Level sponsor in race press release
- Company logo and link on NAMA e-newsletter distribution for 12 months
- Dominant company logo on promotional materials
- Photo with presentation to supported groups/charities
- Opportunity to place promotional material in race packets
- Ten (10) comp race entries & Twenty (20) comp drink tickets for Confluence Brewery post-race event

Gold - \$750

- Logo on event T-shirt
- Logo on signage at the event
- Formal recognition as Gold Level sponsor at run-close event at Confluence Brewery
- Named as Gold Level sponsor in race press release
- Company logo and link on NAMA e-newsletter distribution for six (6) months
- Company logo on promotional materials
- Opportunity to place promotional material in race packets
- Opportunity to display a banner at the race site
 - Eight (8) comp race entries & Ten (16) comp drink tickets for Confluence Brewery post-race event

Silver - \$500

- Logo on event T-shirt
- Logo on signage at the event
- Formal recognition as Silver Level sponsor at run-close event at Confluence Brewery
- Named as Silver Level sponsor in race press release
- Company logo and link on NAMA e-newsletter distribution for six (6) months
- Company logo on promotional materials
- Opportunity to place promotional material in race packets
- Opportunity to display a banner at the race site
 - Eight (6) comp race entries & Ten (6) comp drink tickets for Confluence Brewery post-race event

Bronze - \$250

- Company logo on promotional materials
- Logo on event T-shirt
- Logo on event signage
- Named as Bronze Level Sponsor in race press release
- Two (2) comp race entries & Four (4) comp drink tickets for Confluence Brewery post-race event

About the Food Bank of Iowa

The Food Bank of Iowa is a private, not-for-profit organization committed to its mission of alleviating hunger through food distribution, partnership, and education. The Food Bank of Iowa solicits, receives, inventories, and distributes donated food and grocery products to more than 375 partner agencies in 55 counties who directly serve needy individuals within their communities. In FY 2013, the Food Bank of Iowa distributed 9,024,000 lbs. of food. To learn more, visit www.foodbankiowa.org or find us on Facebook at www.facebook.com/foodbankiowa.

About the National AgriMarketing Association (NAMA)

NAMA is the nation's largest association of for professionals in marketing and agribusiness, with a dedication to helping provide ongoing education, industry connections and leadership development.