

SATURDAY
NOV 4
2017

Food for Thought
PRESENTS



BEVERAGE SPONSORSHIP



CHILDHOOD HUNGER IN
DENVER IS A PROBLEM.
YOU CAN HELP.



ROCK-A-BELLY
NOVEMBER 4, 2017
TURNHALLE • TIVOLI



THE PROBLEM

DURING THE SCHOOL WEEK, CHILDREN FROM LOW-INCOME FAMILIES IN DENVER PUBLIC SCHOOLS RECEIVE FREE AND REDUCED LUNCHES. OFTEN THE LUNCH THEY RECEIVE AT SCHOOL ON FRIDAY IS THE LAST MEAL THEY EAT UNTIL THEY ARRIVE BACK AT SCHOOL ON MONDAY. TEACHERS AND PRINCIPALS REPORT THAT MANY STUDENTS COME TO SCHOOL ON MONDAY MORNINGS HUNGRY, COMPLAINING OF STOMACHACHES, HEADACHES AND UNABLE TO FOCUS AND LEARN.

OUR SOLUTION

Food For Thought–Denver (FFT) strives to eliminate this problem by providing a PowerSack of food to each student in our program to take home for the weekend. Through generous donations like yours, we have been able to sustain and expand our reach to thirteen schools this year.

A WAY YOU CAN HELP

Rock-A-Belly is an annual local hunger awareness event and fundraiser for FFT. As a sponsor, you will appreciate that 100% of your donation goes to feeding hungry children. As a participant at the event, you will enjoy food tastings by Denver’s finest restaurants and craft breweries. In addition, a live DJ, opening band, and music headliner will be featured. While you’re there, check out our famous “Booze Pull” and try your luck at winning a \$100+ bottle of wine! General admission tickets will also be available for the event.



“This will be our fourth year for our Rock-A-Belly event. Last year we raised enough money to add an additional school to our program. For this year’s event, it is our hope that with your generosity, we can double the proceeds from last year and provide PowerSacks to two more schools bringing our total schools served to fifteen! We appreciate any help and hope you’ll join us!”

*—Bob Bell & John Thielen,
Founders of Food for Thought – Denver*

ROCK-A-BELLY 2017 OVERVIEW

ROCK-A-BELLY IS AN ANNUAL LOCAL HUNGER AWARENESS EVENT AND FUNDRAISER FOR FOOD FOR THOUGHT-DENVER. SOME OF THE BEST EATERIES IN TOWN WILL PROVIDE MOUTH-WATERING SAMPLES OF THEIR CHEF'S LATEST DISHES. WE'LL ALSO HAVE BREWERIES AND DISTILLERIES POURING SOMETHING DELICIOUS TO PAIR WITH YOUR PLATE. LIVE MUSIC IS YET ANOTHER REASON EVERYONE IN ATTENDANCE HAS A FUN TIME! THIS IS A GREAT NIGHT FOR THE COMMUNITY TO COME TOGETHER TO ENJOY AN EVENING OUT AND SUPPORT A WORTHY CAUSE.

DATE & VENUE

November 4, 2017, at Turnhalle at Tivoli on the campus of Metropolitan State University of Denver.

SCHEDULE

5:00pm-9:00pm: Chef & Craft Brew Tastings

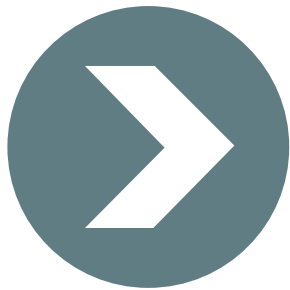
6:00pm-7:00pm: The Hazel Miller Band

7:30pm-9:00pm: Chris Daniels & The Kings



PHOTO HIGHLIGHTS FROM 2016





FOOD FOR THOUGHT MISSION STATEMENT

THE MISSION OF FOOD FOR THOUGHT-DENVER IS THE ELIMINATION OF WEEKEND HUNGER IN DENVER'S TITLE 1 SCHOOLS. BY PROVIDING A POWERSACK TO EACH CHILD IN THE SCHOOL EACH WEEK, WE HOPE TO ASSURE THAT NO CHILD GOES HUNGRY OVER THE WEEKEND.

MORE ABOUT FOOD FOR THOUGHT-DENVER

Food for Thought (FFT) is a collaborative effort between the Arvada Sunrise Rotary Foundation and Metropolitan State University of Denver to address the needs of hungry children in metro Denver. Each Friday, individuals, students and corporate volunteers fill *PowerSacks* with food to help feed a family of four for the weekend. These bags are then distributed to the students of the thirteen schools listed below. Over 90% of these students qualify for free and reduced breakfast and lunch programs. Many of these students come to school hungry on Monday mornings due to a lack of adequate nutritious food over the weekend.

- CHELTENHAM ELEMENTARY
- COLFAX ELEMENTARY
- COLUMBIAN ELEMENTARY
- BRYANT WEBSTER
- VALVERDE ELEMENTARY
- DENVER SOUTH HIGH
- ELLIS ELEMENTARY
- EAGLETON ELEMENTARY
- COWELL ELEMENTARY
- BEACH COURT ELEMENTARY
- FAIRVIEW ELEMENTARY
- GREENLEE ELEMENTARY
- TREVISTA AT HORACE MANN ELEMENTARY

WHAT MAKES US UNIQUE

Our structure is designed to keep our overhead costs to a bare minimum so we can channel our donation monies directly to the needs of our student recipients and their families. The two organizational core objectives of our grassroots program are:

- 1. We are a 100% volunteer organization; we do not hire any paid staff or provide salaries to any individual involved with Food For Thought.**
- 2. Our operating costs are underwritten by our generous Board of Directors and other supporters, allowing all donations received from our sponsors / donors to go directly to feeding Denver's kids.**

HISTORY

Food For Thought-Denver was founded in March of 2012 and since that time has consistently provided thousands of PowerSacks to over 3,000 Denver Public School students and their families. Food For Thought provides these PowerSacks to low income students in Denver Elementary Schools to bridge the weekend hunger gap.

INFORMATION FOR BEVERAGE SPONSORS

WHAT YOU WOULD PROVIDE:

- 500 samples with a minimum of 2 fluid ounces/serving (e.g. shot glass), or if you prefer, a full pour
- 2-4 people to pour and serve; with advance notice, we can provide certified servers
- Menus or promotional materials for on-site guest engagement
- Refrigeration (if needed), small wares, storage, sanitation needs, etc.
- If electricity is needed, please bring your own extension cord(s)

WHAT WE WOULD PROVIDE:

- Cups and napkins
- Two 6-foot tables (one front, one back) with linens, trash cans and trash bags
- Ice for cooling needs
- General 8" x 10" signage with your logo to mark your booth (any additional signage is encouraged and is the responsibility of the participant)

WHAT YOU WILL RECEIVE:

- Social media coverage on Facebook, Twitter, Instagram and LinkedIn
- Your logo on all event materials and posted on our website
- Recognition throughout the event on video display
- Promotion on other media outlets as the opportunity arises

**LOAD-IN TIME IS FROM
1-4PM ON NOV 4.**

THE EVENT STARTS AT 5:00PM.

**PLEASE PROMOTE THE EVENT
BY SHARING TO YOUR SOCIAL
MEDIA FEEDS.**

Send your social media info (Facebook, Twitter, Instagram and LinkedIn) to Ben Waymire, ben@foodforthoughtdenver.org

YOUR CONTACT FOR SPONSORSHIPS:

Stacy Smith

stasmith@foodforthoughtdenver.org

Phone: 303.898.7504

A SPECIAL THANK YOU TO OUR 2016 SPONSORS

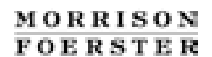
2016 PRESENTING SPONSOR



2016 GOLD SPONSOR



2016 SILVER SPONSORS



2016 BRONZE SPONSORS



2016 BOOZE PULL SPONSOR



2016 PHOTO BOOTH SPONSOR



2016 EVENT PARTNERS



2016 RESTAURANT, BREWERY AND DISTILLERY SPONSORS



★ **REGISTRATION FORM** ★

Yes! **WE WOULD LIKE TO PARTICIPATE IN ROCK-A-BELLY 2017!**

Name of Brewery / Distillery _____

Address _____

City _____ State _____ Zip/Postal code _____

Work Phone _____ Fax _____

Owner _____ Day of Event Contact _____

Email _____

Cell Phone _____

CONTACT: Stacy Smith

Phone: 303.898.7504

ELECTRICITY NEEDED: (Circle one): **YES | NO** **email:** stasmith@foodforthoughtdenver.org



IMPORTANT! PLEASE SEND US YOUR LOGO.

Please send your company logo to **Matt Bargell, matt.bargell@norden41.com** in these preferred formats: .ai or .eps (Adobe Illustrator native vector files). High resolution JPEG files may be acceptable but please do not send small, website resolution logos as these will not print clearly.



FOOD FOR THOUGHT - DENVER

SEND THIS FORM TO:

FOOD FOR THOUGHT - DENVER • PO BOX 11813 • DENVER, CO 80211
720-201-9192 • **501(C)(3) TAX ID #81-2971428**