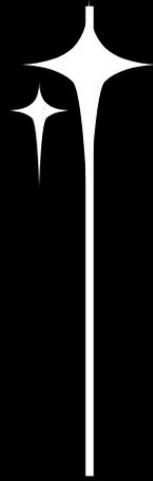


2
0
2
4



HAYS COUNTY
**FOOD
BANK**

40TH ANNIVERSARY GALA

FEBRUARY 10, 2024

Mardi Gras Gala

Celebrating 40 Years of Food For Today, Hope For Tomorrow.



LAISSEZ LE BON TEMPS ROULER

Join the Hays County Food Bank on February 10th for a journey to The Big Easy to celebrate Mardi Gras here in Hays County! This fun filled fundraiser includes costume contests, food basket competitions, live music, and delicious eats and drinks! Help us raise funds for our local Hays County Food Bank and their new facility with style!



Saturday, February 10, 2024



The Winfield Inn

WHO IS THE HAYS COUNTY FOOD BANK?

OUR MISSION

Hays County Food Bank is passionately committed to improving lives through food assistance programs, nutrition education, and advocacy.

OUR VISION

To create a well-nourished community, supporting the 14.8% of children under 18 and the 30,648 Hays County residents who are food insecure.

OUR CORE VALUES

- Compassion and Respect
- Equity
- Accountability
- Innovation and Creativity
- Transparency

WHO WE SERVE

Hays County Food Bank provides food at no cost to low-income households and those suffering from a food emergency due to job loss, medical emergencies and disasters. There are no geographical boundaries to our service.



WHO IS THE HAYS COUNTY FOOD BANK?



CLIENT TESTIMONIES

“

Annette, a determined and hardworking 46-year-old single mom, has started a new life for herself and her children after leaving an unsafe situation. She shares her upmost gratitude for the assistance she receives from the food bank, particularly the vegetables and meat that help her prepare wholesome meals for her family.

**ANNETTE,
FOOD BANK CLIENT**



Our food bank, supported by compassionate donors, has become a lifeline for families by providing them with the nourishment they need to thrive.



TARGET AUDIENCE

Our target audience for the Mardi Gras Masquerade is community enthusiasts and families wanting to give back to the Hays County Community and help to provide food assistance to families and community members in need.

ESTIMATED NUMBER OF ATTENDEES

We anticipate approximately 200 attendees at the event.

AGE GROUP AND DEMOGRAPHIC

Our event is open to all ages. Our target audience is primarily located in Hays County, but we anticipate attendees from all Austin/Hill Country cities and beyond!





WHAT TO EXPECT

The event will take place from 06:00 PM to 11:00 PM, with VIP reception with special musical guest opening at 05:00 PM. The event will feature a cocktail hour, plated dinner, testimonials, fundraising activities and live music to raise money and awareness for the Hays County Food bank and community.

CLIENT TESTIMONIES

“

The staff and volunteers at HCFB give me hope for future generations. So often we see examples of humankind inflicting environmental damage on our planet or throwing precious resources into our landfills.

KENNETH,
HOME DELIVERY
CLIENT





A LETTER TO OUR SPONSORS

For the past forty years, the Hays County Food Bank has been right here working to ensure that our neighbors have food on their plates. I joined the team in May 2023 and was immediately impressed by how much care and affection our amazing staff shows to the community as they serve. We see everyone! - families with children, our senior citizens and veterans, unhoused men and women, college students. Hundreds of households receive food here each week, and the need continues to grow.

We're doing all of this from a converted 2200 sq. ft. house in a residential area of San Marcos. It's far too small and outdated for our community's growing needs. We need a larger, more modern facility so that we can better extend our services and take care of the people here in Hays County who need food assistance. We can't do it without you; I am calling on the community to come together to fund the food bank that Hays County needs and deserves, the food bank that will serve our people for the next forty years.

Thank you for your support as we mark our 40th year of service. We'll be here for as long as there are hungry people needing help in Hays County. Together, we can make lives easier for our neighbors.

LISA YOUNG, EXECUTIVE DIRECTOR

MARKETING AND PROMOTION

MARKETING STRATEGY

Our marketing strategy will include a combination of online and offline efforts to reach our target audience. From social media features to our e-newsletter logo shoutouts, your company branding will be showcased. We will be reaching out to local community newspapers and radio stations for additional advertising.

PROMOTION SCHEDULE

Our promotion schedule will include regular updates on our social media channels, targeted advertising campaigns, and monthly email newsletters. Promotions will begin monthly and switch to weekly logo features once we get closer to the event date.

MEDIA SHOUTOUTS

SOCIAL MEDIA

Through our various social media platforms, we are able to utilize our large platform to reach donors and attendees to insure this events success.

DIRECT MAILING LIST

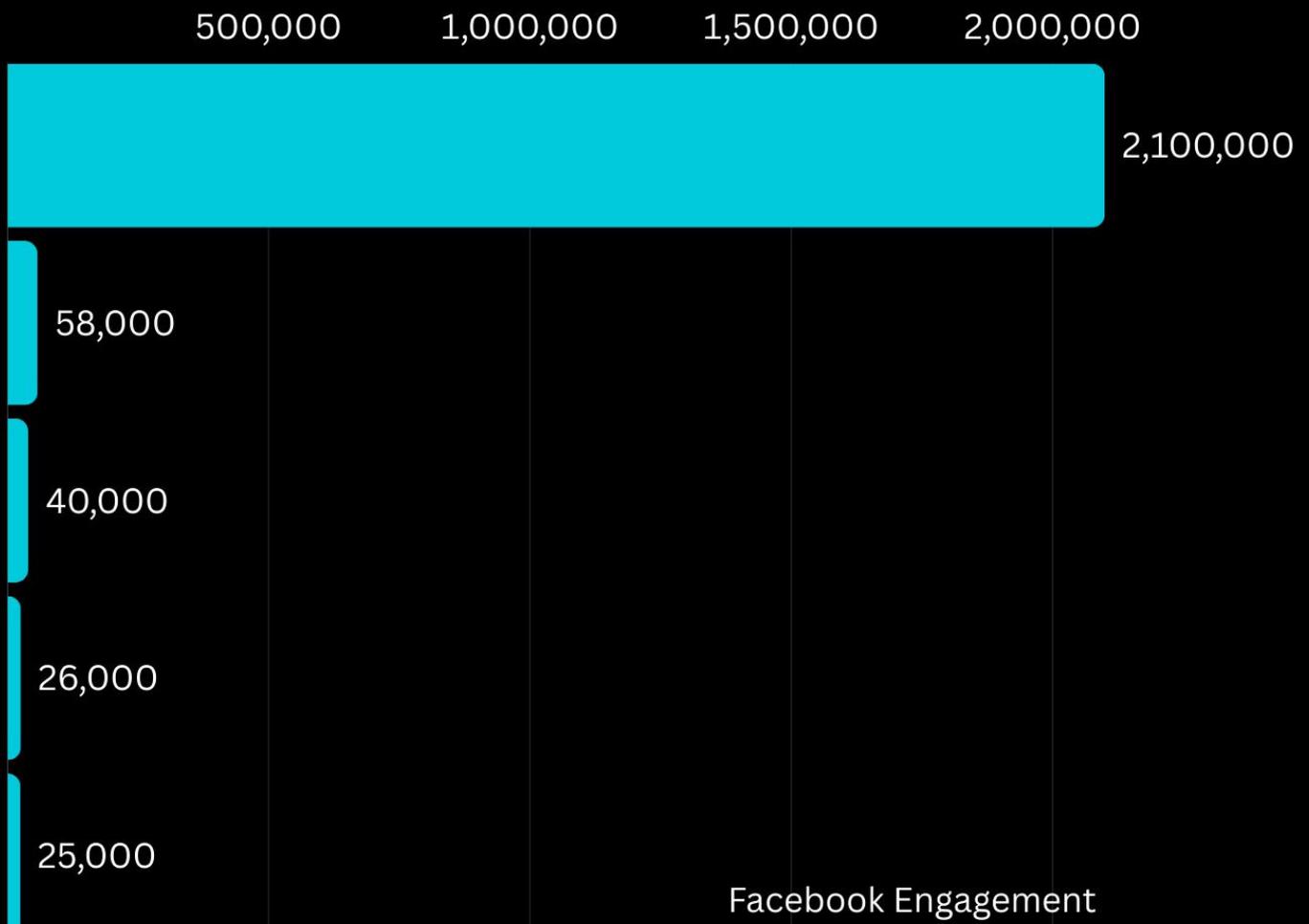
Through our donor database, Etapestry, we are able to direct mail the 5,500 individuals. These people also have access to our E-Newsletters.

NEWS PRESS

Working with local news stations like San Marcos Daily Record, Community Impact, and Hays Free Press your company will be featured through various news outlets.

SOCIAL MEDIA REACH & ANALYTICS

We consistently reach between 25,000 - 50,000 individuals each month. Recently, we reached 2.1 million people in August of 2023 through a viral post! Here is a graph showcasing our posts since April 2023.

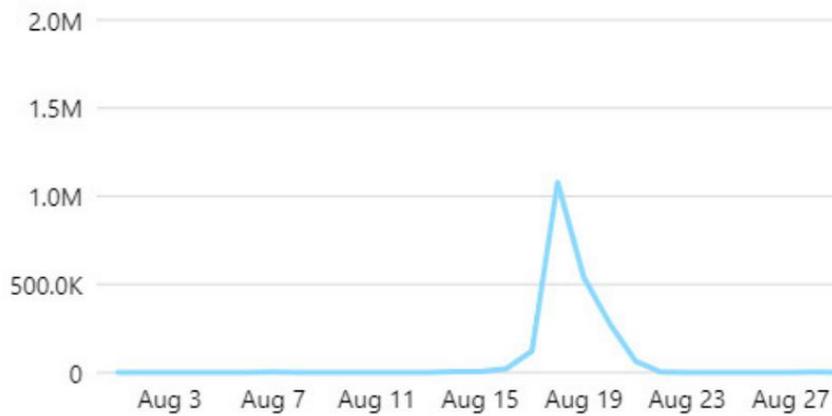


FACEBOOK INSIGHTS

Reach

Facebook reach ⓘ

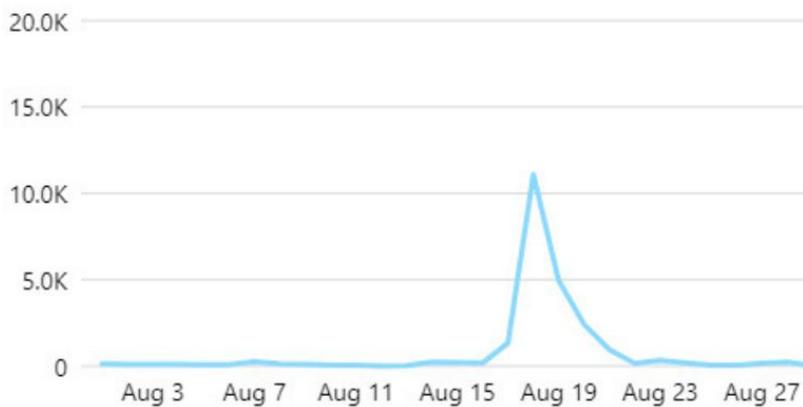
2,112,593 ↑ 13.5K%



Page and profile visits

Facebook visits ⓘ

23,651 ↑ 559.7%



INSTAGRAM INSIGHTS

11:59

5G 58

11:59

5G 58



Followers



Last 90 Days ▾

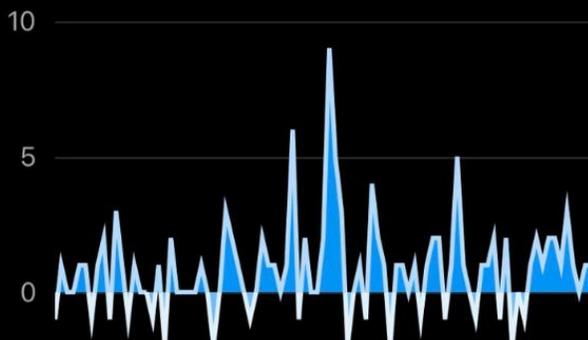
Jun 2 - Aug 30

2,103
Followers

+3.6% vs Jun 1

Growth

● Overall	74
● Follows	141
● Unfollows	67



Engagement

Last 90 Days ▾

Jun 2 - Aug 30

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions.

[Learn More](#)

216

Accounts engaged

See how people have interacted with your content over 90 days compared to the previous cycle.

+1%
186
Followers ●



+3.4%
30
● Non-followers

Top Content

Based on engagement





SPONSORSHIPS

Sponsoring our event offers a unique opportunity to lift up the community you are apart of but also increase awareness of the devastating hunger needs of this community! Your sponsorship will also contribute to our new facility fundraising so we can feed more members of Hays County!

Sponsors will receive exposure through our 2023 - 2024 event marketing and promotional efforts, including social media posts, email newsletters, and local publications/radio. Additionally, sponsors will have the opportunity to showcase their brand through on-site activations and signage at the event.

SPONSORSHIP LEVELS LOCATED ON THE NEXT PAGE...



SPONSORSHIP LEVELS

THE REX

- Crowned as the Grand Marshal
- Option to present at event
- Option to name a table
- Logo listed event signage
- Verbal brand recognition during the event
- Social media feature
- Feature in E-Newsletter
- Logo listed on E-Newsletter
- Logo on website
- VIP tickets for 2 Tables that includes up to 16 guests

\$25,000

INVESTMENT

1 AVAILABLE

KREWE

- Option to name a table
- Logo listed on event signage
- Social media feature
- Verbal brand recognition during the event
- Feature in E-Newsletter
- Logo listed on E-Newsletter
- Opportunity to sponsor one of the following: VIP Cocktail Hour, Dessert, or General Admission Cocktail Hour
- Logo on website
- VIP tickets for 1 table of 8 guests

\$10,000

INVESTMENT

3 AVAILABLE

CARNIVAL

- Option to name a table
- Logo listed on event signage
- Social media feature
- Logo listed on E-Newsletter
- Feature in E-Newsletter
- Logo on website
- VIP tickets for 1 table of 8 guests

\$5,000

INVESTMENT

5 AVAILABLE

SPONSORSHIP LEVELS CONTINUED

BEIGNET

- Logo listed on event signage
- Social media feature
- Logo on website
- VIP tickets for 4 guests

\$2,000

INVESTMENT

10 AVAILABLE

BIG EASY

- Individual VIP Ticket
 - includes: private musical experience, VIP appetizers, signature cocktails, and caricature artist

\$350 VIP TICKET

VOO DOO

- Logo listed on event signage and event marketing promotion
- Opportunity to showcase product and or service

**IN-KIND
INVESTMENT**





HOW WE MAKE A DIFFERENCE

In 2022, Hays County Food Bank provided nutritious groceries at no cost to nearly 154,000 individuals. That amounts to 1.2 million pounds of food given out to our clients in need throughout our community!

These individuals - including families, senior citizens, veterans and folks with disabilities, rely on us weekly as their main source of food. We have seen a 200% increase in our numbers since before the pandemic and the rise of inflation.

By supporting the food bank, you are ensuring that nobody in Hays County will have to worry about where their next meal will come from.



EXAMPLES OF SPONSORSHIP SHOUTOUTS

Social Media Feature:



Hays County Food Bank
June 29 · 🌐

Thank you [Sherwin-Williams](#) for giving back to the Hays County Food Bank during your mid-year meeting! As a collective, they put together summer snack packs for their neighbors in need.

If your organization is interested in hosting a food drive, email us at donations@haysfoodbank.org or call (512) 392-8300!



Logo listed on E-Newsletter:



THANK YOU TO OUR SPONSORS

NIGHT HAWK.

Astound Broadband
Jane Hughson
H-E-B Helping Here.
LAMAR OUTDOOR ADVERTISING
ST. MARK'S
Little Guys MOVERS
CYPRESS CREEK CHURCH

FOR MAKING TURKEYS TACKLING HUNGER A SUCCESS!

Logo listed on event signage:



CASH SPONSORS

DIAMOND SPONSOR
PEPPER LIPS

DEBUT SPONSORS
ECLIPSE

MODISTE SPONSORS
LVT

REGAL SPONSORS
Abby Cadabby

SCANDAL SPONSOR
CORAL

TEA TIME SPONSORS
ADAVE CREATIVE
Design Project
LEMONADE PROJECT
PEARL
PEARLES
Mansion

LOOT RENTALS
LISA HOUSE RENTALS
LUCAS ARTISTS
Sweet Treats



THANK YOU



Thank you for supporting the Hays County
Community. We are excited about the
opportunity to bring together Mardi Gras
lovers from all over and create a
memorable experience for all.

512-392-8300 

www.haysfoodbank.org 

info@haysfoodbank.org 