



eat forequity

Eat for Equity's mission is to build a culture of generosity through sustainable community feasts. We invite people to eat, drink, give what they can, and by coming together, raise thousands for other nonprofit causes. We envision an equitable world, co-created by communities engaged in whole-person giving.

We invite everyone to the table, and make giving fun, approachable, and delicious. With branches already in...

Minneapolis
Boston
Portland

Madison
the Ozarks
Stamford, CT

Washington, D.C.
Seattle
Phoenix

...we're building a movement of community building, grassroots philanthropy, and equitable food - served together on one fun plate.

our history Eat for Equity began as a response to Hurricane Katrina, when its founders were living in a cooperative house at Boston University. One of its co-founders, Emily Torgrimson, saw a recipe for jambalaya and thought out loud, "If we made a New Orleans-themed meal, would people in the house donate money for hurricane relief?" The answer was yes, and its founders decided to invite everyone they knew - friends, classmates, professors - and to make it an event, not just a dinner. They also realized that this basic idea could be transferred to any cause, as a way to build a giving community around social change.

our staff Executive Director and co-founder Emily Torgrimson has transformed Eat for Equity from an idea to a movement. Combining her passions for food, community, and justice, Torgrimson co-founded Eat for Equity in Boston in 2006 and brought Eat for Equity to Minneapolis. An energetic and resourceful community builder, she has organized over 60 benefit dinners, collaborating with farmers, artists, and community organizations. Torgrimson was trained as a journalist at Boston University and has a Masters in Public Health from the University of Minnesota.



Midwest
Minneapolis
Madison
Chicago
the Ozarks

South
Phoenix
Austin, TX
New Orleans
Atlanta

West Coast
Denver
Portland, OR
Seattle
Sonoma, CA
Bay Area
L.A.

East Coast
Washington, D.C.
Philadelphia
New York
Stamford, CT
Boston
Portland, ME

Eat for Equity is launching a national mobile kitchen tour to support the growth of local branches. We'll spend a week in each of 20 cities, working with local organizers to host exciting community feasts for a cause.

the tour will...

inspire Build excitement, media attention, and core support around local branches - while building awareness around local nonprofit causes

gather Bring together thousands of people to give what they can, co-hosting events for 100-200 guests at each stop and engaging those guests to eat, drink, do good and be merry.

support Train over 100 organizers in cooking food for a crowd, and bring together communities to raise a projected \$25,000 for local and international nonprofit causes.



brand **interactions**

As a sponsor, guests will experience and engage with your brand - they'll see your brand on our tour trailer and other materials, taste it with food samples, touch it with product samples, and hear it when we recognize your brand during event speeches.



reach

Eat for Equity events in Minneapolis draw 150 - 200 guests. Tour events are each projected to draw 100 - 200 guests, and with 20 planned stops, this translates to roughly 4000 meaningful interactions with your brand over the course of the tour. You'll reach thousands of engaged, creative young adults in communities across the country.

audience

Our guests and community members believe that you can do good and still have a good time. Our core audience is young adults with a median age between 25-35 years old. Our guests are passionate and engaged, hungry for community and ownership in a cause. Guests at Eat for Equity host dinners, nominate organizations, and give generously and regularly to a range of nonprofit causes.

We offer unique opportunities for people to be connected, engaged, and empowered - and people donated over 1000 volunteer hours last year, sharing their talents as cooks, homebrewers, djs, musicians, photographers, and dishwashers.

They are part of a growing segment of value-based consumers who are concerned about their own health, as well as the health of their community and greater environment. Guests share common values of community, giving, sharing, and come from a range of professional backgrounds, including the arts, business, and the nonprofit world.

media exposure

As a sponsor, your brand will be an important part of the story we tell on the road. Building on **national and local press** exposure, Eat for Equity will use a robust **social media** and **online** strategy to expand and engage our audience.

social media

"Great food, great people, great cause! Thanks for making my evening!"

"Eat For Equity events are always so fun: great food, smiles and conversations bubbling up everywhere, tasty craft beer, and always a worthy cause."

"Inspired! Tonight [Eat for Equity Minneapolis](#) had it all...the stories go on and on."

"Oh, what a night to remember, Eat for Equity. Thanks for supporting [Trans Youth Support Network \(TYSN\)](#) with your ever-amazing style!"

our blog

[The Kitchen Disasters that Should Have Been](#): "These are the moments – created out of necessity – where you have to laugh, and then get resourceful and creative. Grope around in a dark basement for a fuse. Find the friend with the oven nearby. Macgyver a tupperware, jerry-rig a rolling pin, and make it work."

national and local press



over 6 million viewers a day
Thanksgiving Morning, 2011

[Making a Difference with Homemade Meals](#)

"This table full of food celebrates something more - **the spirit of giving**. And the meal is as much about community and generosity as it is about food.... Cooking with care and for a cause - what Emily believes matters most in this spirit of giving."



with 300,000 visitors a month
May 12, 2012

[Eat for Equity: A Monthly Dinner Party Fuels Community Giving](#)

"A feast cooked from scratch is usually enough to impress hungry dinner party guests...For nonprofit group [Eat for Equity](#), though, the food is just a prelude to the night ahead. Each themed dinner—complete with drinks, a DJ, and interesting company—benefits a different nonprofit and **impacts social change by cultivating a culture of community and giving.**"



with 1.3 million readers a week
August 18, 2011

[See and Be Seen - And Eat, Too](#)

"Guests of the dinner agree that Eat for Equity provides specific giving opportunities that appeal to them. 'I'm interested in the combination of altruism and hedonism,' said Bill White, 23. '**You help someone by enjoying yourself.**'"

also in... **Advances from the School of Public Health**

Bluff Country Reader
The Cap Times
City Pages Blog

Coop MIX

Edible Twin Cities
Fillmore County Journal
Fresh News
The Humble Palate
It's Relevant

The Line

Madison Commons

MinnPost

News-Record
OMNOMCT
Plymouth Sun Sailor
Rochester Post-Bulletin

Simple, Good and Tasty

Springfield News Leader
Stamford Magazine

Twin Cities Daily Planet

TC Foodies

Urban Farm Magazine

Urban Foodie

community **impact**

As a sponsor, you can help us engage more communities, build a culture of generosity, and host sustainable feasts. This simple idea has already raised tens of thousands of dollars for local and international nonprofits, served thousands of plates of good, local food; and built giving communities across the country.

in **2012**, we brought together **2000** people to raise **\$35,000** for other nonprofit causes



our causes

For every dollar that we spend on an Eat for Equity event, we engage others to give almost \$5, and we invest that \$1 back into the local economy and farmers.

Eat for Equity raises awareness and funds for organizations that work to address inequities in health, environment, education and opportunity. We also support organizations working within communities to facilitate short term relief and long term sustainable development. Guests nominate nonprofit causes for upcoming Eat for Equity events, and our branches prioritize organizations based on mission fit, collaboration, and finances. Please see our website for [a comprehensive list of benefiting organizations](#).

As an example of the organizations that Eat for Equity supports, [Yards to Gardens](#) works to address inequities in the environment, as a nonprofit website that facilitates garden and resource sharing within communities. On the Saturday night that Eat for Equity Minneapolis raised money for Yards to Gardens, guests feasted on garden-fresh food like homemade pasta with nettle pesto and rhubarb-strawberry pies. On Sunday afternoon, Yards to Gardens used that money to purchase soil and compost to turn an empty lot into a nearly completed community garden. People from the Eat for Equity event showed up to help out, and Saturday's dinner had a direct and immediate impact on the neighborhood.



sponsorship opportunities

Eat for Equity's cross-country tour offers unique opportunities for both direct and in-kind sponsorship. Sponsorship benefits include cross-promotion at events and online, unique media content, guest passes, supporting events and additional marketing benefits. We can adapt a sponsorship package to best meet your organization's needs and strategic goals.



PRESENTING \$50,000

naming rights:

- ☀ Eat for Equity tour presented by Sponsor

brand interactions:

- ☀ Product integration into an original recipe served at ALL events, and Naming Rights to those Recipes.
- ☀ Co-branded recipe cards given to guests at all events [4000+] [see enclosed recipe card]
- ☀ Company representative introduces the benefitting organization at 4 events on the tour
- ☀ Eat for Equity representative thanks company at all events during speech
- ☀ Company logo [at 80% size of Eat for Equity logo] on the mobile kitchen trailer and vehicle. Logo on printed and electronic invites to all events, and on any posters, fliers, press releases, thank you cards).
- ☀ Co-branded postcards from the road given to all donors and guests at events [20,000+].

media exposure:

- ☀ Prominent mention of Sponsor in all press interviews throughout the tour
- ☀ Company logo embedded on Eat for Equity national facebook page for the duration of the tour, and respective branch facebook pages for one month [two weeks leading up to and after our visit in each branch city].
- ☀ We will cross-promote sponsor on Eat for Equity social media networks throughout the tour.
- ☀ Company logo and links featured on the homepage, tour page, and sponsor page on eatforequity.org.
- ☀ We'll create original co-branded content for your company's website, including a promotional video recognizing your company's support and sharing a story from the road.
- ☀ We'll collaborate with you to curate meaningful web 'events' for your website, like an online chat with director of Eat for Equity.

engagement:

- ☀ Private party for shareholders or employees at your HQ or another

PRINCIPAL \$25,000

brand interactions:

- ☀ Product integration into original recipes served at 5 events, and Naming Rights to those Recipes.
- ☀ Co-branded recipe cards given to guests at 5 events [1000+] [see enclosed recipe card]
- ☀ Company representative introduces the benefitting organization at 2 events
- ☀ Eat for Equity representative thanks company at all events during speech.
- ☀ Company logo [at 25% size of Eat for Equity logo] on the mobile kitchen trailer and vehicle, and on posters and fliers.

media exposure:

- ☀ We will cross-promote sponsor on Eat for Equity social media networks throughout the tour.
- ☀ Company logo and link to company website on eatforequity.org.

engagement:

- ☀ Private party for shareholders or employees at your headquarters

MAJOR \$10,000

brand interactions:

- ☀ Product integration into original recipes served at 1 event, and Naming Rights to those Recipes.
- ☀ Co-branded recipe cards given to guests at an event [200] [see enclosed recipe card]
- ☀ Company representative introduces the benefitting organization at an event
- ☀ Eat for Equity representative thanks company at all events during speech.
- ☀ Company logo [at 10% size of Eat for Equity logo] on the mobile kitchen trailer and vehicle, and on posters and fliers.

media exposure:

- ☀ We will cross-promote sponsor on Eat for Equity social media networks throughout the tour.
- ☀ Company logo and link to company website on eatforequity.org.

engagement:

- ☀ Private party for shareholders or employees at your headquarters

SUPPORTING \$5,000

brand interactions:

- ☀ Company representative introduces the benefitting organization at an event
- ☀ Eat for Equity representative thanks company at all events during speech.
- ☀ Company logo included on the mobile kitchen trailer and vehicle, and on posters and fliers.

media exposure:

- ☀ We will cross-promote sponsor on Eat for Equity social media networks throughout the tour.
- ☀ Company logo and link to company website on eatforequity.org.

FRIEND \$1,000

brand interactions:

- ☀ Company name included on the mobile kitchen trailer and vehicle, and on posters and fliers.

media exposure:

- ☀ Company logo and link to company website on eatforequity.org.