

FoodBANK

The Food Bank Singapore Ltd
新加坡食物银行



*What Doesn't Go to
your Waist,
Goes to
Waste.*

Project X-pired III Sponsorship Guide

Project X-pired is back this year with an exciting twist! Piloted in 2012, Project X-pired is an initiative to raise awareness of food wastage in Singapore. Instead of dumping expired food, The Food Bank Singapore collects them and collaborates with artists to convert them into art pieces for a fund raising auction.



This year, we are turning Project X-pired into a competition based event where artists turn expired food into wearable art pieces.

Participants will be given base materials and expired food items and are required to produce a wearable art piece.

Selected art pieces will be displayed during Project X-pired where it will be made available for auction.

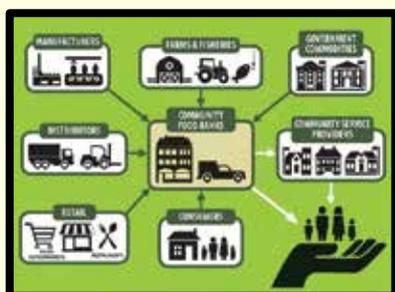
Half of the auction profits will be donated to The Food Bank Singapore while the rest goes to the artist.

Judging criteria will be based on judges and public votes.

There are cash and prizes to be won in all three categories!

Categories	1st Place	2nd Place	3rd Place
Juniors	\$500	\$200	\$150
Students	\$1000	\$500	\$200
Open	\$2000	\$1000	\$500

ABOUT US:



The Food Bank Singapore acquires donated food, much of which would otherwise be wasted, from manufacturers, distributors, retail stores, consumers and other sources, and makes it available to those in need through a network of member beneficiaries.

Our vision is to be the prevailing centralised coordinating organisation for all food donations and to play a key role in the reduction of food wastage within the whole supply chain.

Member Beneficiaries

The Food Bank Singapore has 165 member beneficiaries spread across different sizes and types:

- Family Service Centres (FSCs)
- Various types of homes
- Soup kitchens
- Other Voluntary Welfare Organisations (VWOs)

HOW CAN YOU SUPPORT US?

Sponsorship Package	Platinum (Main Sponsor) \$7,000 Cash or \$10,000 worth of products	Gold (Supporting Sponsor) \$5,000 Cash or \$7,000 worth of products	Silver (Valued Sponsor) \$3,000 Cash or \$5,000 worth of products
Tax Benefits (Entitled for cash sponsorships only)	250% = \$17,500	250% = \$12,500	250% = \$7,500
Logo / Name on Stage backdrop and social media platform	✓	✓	✗
Logo / Name on emailers and posters	✓	✓	✓
Live mentions during event	✓	✓	✗

- Cash donations to The Food Bank Singapore are entitled to tax deductions.
- Cash raised will be used to cover the cost of our event. Excess cash will be used to support The Food Bank Singapore's daily operations.
- Emailers will be sent to more than 2000 existing contacts.
- Posters will be disseminated to various art and design schools as well as tertiary institutions.
- The Food Bank Singapore's Facebook page has close to 7,600 followers. Our Instagram account has more than 600 followers. We intend to advertise Project X-pired on our social media platforms, hoping to reach out to at least half of Singapore's population.
- Press release will be sent to more than 30 media contacts in our database.

Non-Monetary Sponsorship	Venue Sponsor	Official Fashion Partner	Official Media Partner	Goodie Bag Sponsor
Logo / Name on Stage backdrop and social media platform	✓	✓	✓	✓
Logo / Name on emailers and posters	✓	✓	✓	✗
Live mentions during event	✓	✓	✓	✗
Banner ads on Food Bank website	✓	✗	✗	✗
Name recognition in all press releases related to the event	✓	✓	✓	✗

WHY YOU SHOULD SUPPORT US

A partnership with us will help you:

- Enhance brand awareness and positive brand association.
- Increased sales potential and utilisation of your company's products.
- Send a positive message to your employees and customers about your company's commitment on giving back to society.
- Make a statement on your company's stand against food waste.