



*9th Annual!*

**HUMBOLDT  
HOLIDAY  
FOOD  
DRIVE**



**KHUM**  
104.7FM • 104.3FM

**MIKE McGUIRE**  
STATE SENATOR

**THE Northstate's  
News**

*Drop off & Donate!* **THURSDAY, DECEMBER 12**

## **GET INVOLVED & DO GOOD!**

The need to combat hunger is greater than ever here on the North Coast. Thousands of our neighbors will be in need this upcoming holiday season, including 4,000 of our local kids.

**Give the gift of generosity and help make the Humboldt Holiday Food Drive a smashing success!**

The Food Drive will benefit Humboldt's Food Bank, Food for People.

We need help funding our community outreach campaign — through TV, radio, newspapers and digital — to get the word out about one of the largest hunger-busting events in Northern California. It all happens December 12.

Your support will help raise tens of thousands of dollars and bring in more than 19 tons of food, all to benefit neighbors in need.

**THANK YOU** for your consideration.

*Help us get the word out:*

## **SPONSORSHIP OPPORTUNITIES**

### **GOLD: \$13,200 FOR MARKETING/\$6,800 DIRECT**

- ★ \$7,200 toward marketing on TV with Fox, CW, & ABC and our Spanish channel
- ★ \$6,800 Contribution to Food for People, Humboldt's Food Bank
- ★ \$2,000 in Digital Streaming through Connected TV's
- ★ \$2,000 in Social Media Marketing
- ★ \$2,000 Commercial air time for your business

### **SILVER: \$6,700 FOR MARKETING / \$3,300 DIRECT**

- ★ \$3,700 toward market on TV with Fox, CW, & ABC and our Spanish channel
- ★ \$3,300 Contribution to Food for People, Humboldt's Food Bank
- ★ \$1,000 in Digital Streaming through Connected TV's
- ★ \$1,000 in Social Media Marketing
- ★ \$1,000 Commercial air time for your business

### **BRONZE: \$3,350 FOR MARKETING / \$1,650 DIRECT**

- ★ \$1,650 toward market on TV with Fox, CW, & ABC and our Spanish channel
- ★ \$1,650 Contribution to Food for People, Humboldt's Food Bank
- ★ \$1,000 in Digital Streaming through Connected TV's
- ★ \$700 Commercial air time for your business
- ★ Plus 150 promotional bonus donated by Sinclair Broadcast Group