



CFD

{CREATIVE FOOD DRIVE}





WHAT IS CFD?

C.F.D. {Creative Food Drive} is a local food drive competition and community festival to raise much needed food for Housing for New Hope, a local Durham nonprofit organization. Each competing team, comprised of Triangle companies, organizations, students and community members, has an hour and a half to build their predetermined sculpture out of non-perishable foods that they have raised or purchased. While the competition is underway, as well as after the competition, local bands, food vendors, and local breweries, and childrens' activities, are just a few among many of the event's festivities. Over the last 4 years, CFD was able to raise over 60,000 lbs of food for the people in our community!

CFD is a unique event designed to fill your Saturday afternoon with good deeds and great fun. The expected turn out for CFD 2015 is between 400 and 600 community members. It is free to compete, as well as free to attend.

CFD is hosted by MHAworks, a commercial architecture firm located in downtown Durham, North Carolina.

WHEN?

Saturday, October 10th from 2:30pm - 6:30pm

WHERE?

Durham Central Park
501 Foster St, Durham, NC 27701

WHY?

CFD has one main goal: to make Durham stronger. When you participate in CFD, you are not only providing food for the 93,000 individuals in our area who are hungry, you are also supporting an event that promotes networking, community service, team building, good will and above all, FUN!

This event will benefit your company in the following ways (see following page for testimonials):

- Team building
- Community Outreach
- Networking with the community and other businesses/organizations
- Advertising
- And of course an amazing Saturday afternoon!

HOW?

We've given you all the tools you need to get involved, whether it be as an event sponsor, a team sponsor, or a team! You can also make like-kind donations.

Find out more here: www.creativefooddrive.com

or contact us at:

cfid@mhaworks.com

919.682.2870 (ask for George or Patricia)

We look forward to hearing from you!

SPONSORSHIP FORM



COMPANY/ORGANIZATION _____

ADDRESS _____ STATE _____ CITY/ZIP _____

PRIMARY CONTACT _____

DAY PHONE _____ EMAIL _____

SPONSORSHIP CATEGORIES - CHECK THE BOX THAT APPLIES

PLATINUM (\$2,500) ONE SPOT AVAILABLE

This package includes:

- Primary Logo on wristbands
- Primary Logo on all staff and volunteer shirts
- Verbal recognition on any paid advertising for CFD
- Primary verbal, on-stage recognition during the event by event MC
- Primary logo representation on a large banner above the music stage
- Primary representation at the information/sign-in table along-side event host
- Primary representation on the CFD website sponsor page; representation on CFD social media

GOLD (\$1,000) TWO SPOTS AVAILABLE

This package includes:

- Verbal recognition on any paid advertising for CFD
- Primary verbal, on-stage recognition during the event by event MC
- Primary logo representation on a large banner above the music stage
- Primary representation at the information/sign-in table along-side event host
- Primary representation on the CFD website sponsor page; representation on CFD social media

SILVER (\$500) SIX SPOTS AVAILABLE

This package includes:

- Verbal, on-stage recognition during the event by event MC
- Secondary logo representation on a large banner above the music stage
- Secondary representation at the information/sign-in table
- Secondary representation on the CFD website sponsor page; representation on CFD social media

BRONZE (\$250) UNLIMITED SPOTS AVAILABLE

This package includes:

- Tertiary representation at the information/sign-in table
- Tertiary representation on the CFD website sponsor page; representation on CFD social media

TEAM SPONSOR (\$500 OR 500 NON-PERISHABLE FOOD ITEMS) UNLIMITED SPOTS AVAILABLE

(Monetary Sponsorship goes directly to the purchase of food items that will be used for volunteers to build the structure)

This package includes:

- Your logo on the banner of the team you are sponsoring, located at the team's entry
- Your logo on the team page of the CFD website; representation on CFD social media

SPONSOR SIGNATURE _____

Turn in this form with a check made out to Housing for New Hope (memo Creative Food Drive)
or to 501 Washington St. Suite G. Durham, NC 27701 ATTN Patricia.

In addition please send a high resolution (eps, ai, jpeg or pdf) version of your logo to cfid@mhaworks.com.





TEAM TESTIMONIALS

HERE WHAT SOME OF THE CFD AWARD WINNERS HAD TO SAY ABOUT THEIR PARTICIPATION IN THE EVENT'S INAUGURAL YEAR!

"LeChase has worked with MHAworks on several projects, and we were delighted to get an invitation to participate in the 2011 and 2012 CFD event. LeChase's experience was great from the initial invitation to the day of the event. The registration details, rules of the competition and deadline for design submissions were very clear and organized. Email and facebook updates were key in keeping participants and the community informed.

The LeChase group was very impressed with the whole event for both years, especially how creative each group was with their structures, and how much donated food the event generated. The event enhanced our teamwork and creativity skills within the office and let the Durham community know how much LeChase Construction cares about it. CFD is an avenue were we can help NC and the local community."

- Denise Thompson, Contract Administration, LeChase Construction
2011 Winner of the Most Food Raised Award and Most Difficult

"As a company, we looked at the CFD not only as a way to do something very important in the community but also as a team building exercise. We launched the CFD concept in a dramatic fashion, voiced strong management support and encouraged everyone to participate to some degree - everyone pitched in.

The key is keeping everyone involved at each step - then when it comes time to collect the food, which is the hard part, every employee feels the ownership and makes the effort to contribute. Since we are a solar company, we created an animated sundial that showed the percentage of food collected toward the goal.

The whole experience was great. At the end of the program, we had employees looking to the next year and throwing out ideas to make the sculpture even better - and I am sure it will be."

- Joe Carr, CEO, Semprius
2011 Winner of the Best Overall Award
2012 People's Choice Winner

"The RDK Team's weekly strategy sessions thrived on the creative outlet and competition aspects of the Creative Food Drive. Our corporate culture is very supportive of giving back to our local communities & we are proud to support such a necessary cause. We look forward to participating in future years and appreciate the opportunity MHAworks has provided to give back while utilizing our passion for innovative design."

- Jason Lund, Engineering Director, RDK Durham
2013 Winner of Best Overall Corporate

2014
SPONSORS
& PARTICIPANTS

CFD
{CREATIVE FOOD DRIVE}

EVENT HOST



EVENT EMCEE

TISHA POWELL
FROM
ABC 11



EVENT SPONSORS



TEAMS

