



meals *on* heels

August 7, 2025
6:00–9:00pm

Glass House
Minneapolis



WHY SPONSOR MEALS ON HEELS?

A Meals on Heels sponsorship is an opportunity to place your company in front of thousands of engaged citizens in the Twin Cities. Your name will be associated with one of the most well-loved and recognizable nonprofits around - Meals on Wheels. The event connects with our community in the Twin Cities through social media channels, print and digital marketing, TV spots, and radio ads. Some of our metrics include:

- 600,000+ impressions on social media
- 31,000+ people reached via email
- 15,000+ reached through print newsletter



100% OF PROCEEDS
FROM THE EVENT BENEFIT
METRO MEALS ON WHEELS

which supports the delivery of 1.7 million meals each year to people in the Twin Cities who are unable to leave their homes or make their own nutritious meals.

WHAT IS MEALS ON HEELS?

Meals on Heels features food and drinks from top local restaurants, raffles, entertainment, and the renowned Swank Soles contest. A highlight of the event every year, the Swank Soles competition celebrates the Meals on Heels attendees with the best shoes! We're expecting 300 attendees to join us at Glass House, located by the Farmers Market in the North Loop, Minneapolis. Since 2009, Meals on Heels has attracted support from numerous local restaurants and media partners. More information at mealsonheelsevent.org.



EXCLUSIVE PARTNERSHIP OPPORTUNITIES

PRESENTING - \$7,500

You're the star of the show. Special recognition at the event includes signage everywhere and shout-outs from our host during the event. Your logo will be prominently displayed on event signage and the cover page of the program. It will also be featured in our newsletter promotion (April 30 deadline), pre-event communications, social media, and the website. 10 tickets and a reserved table are included in your sponsorship.

SWANK SOLES - \$5,000

People look to your company for the latest styles and trends. Special recognition at the event includes signage at the Swank Sole Competition and shoutouts from our host during the event. Your logo will be prominently displayed in the program, our newsletter promotion (April 30 deadline), pre-event communications, social media, and the website. 10 tickets are included in your sponsorship.

BAR - \$5,000

Everyone will have you to thank when grabbing their drink at the bar. Special recognition at the event includes signage at all bars and shoutouts from our host. Your logo will be prominently displayed in the program, our newsletter promotion (April 30 deadline), pre-event communications, social media, and the website. 10 tickets are included in your sponsorship.

SPIN THE BOTTLE - \$5,000

Sponsor the crowd's favorite game of the night! Special recognition at the event includes signage at the game and shoutouts from our host. Your logo will be prominently displayed in the program, our newsletter promotion (April 30 deadline), pre-event communications, social media, and the website. 10 tickets are included in your sponsorship.

PARTNERSHIP OPPORTUNITIES

\$2,500

PREMIER
PARTNER

RECOGNITION IN PRE-
EVENT COMMUNICATIONS

Yes

SOCIAL MEDIA

At least 2
mentions on
MOH Facebook
and Instagram

LOGO ON EVENT WEBSITE,
SIGNAGE, & PROGRAM

Yes

TICKETS
TO EVENT

6

\$1,000

PARTNER

RECOGNITION IN PRE-
EVENT COMMUNICATIONS

Yes

SOCIAL MEDIA

At least 1
mention on
MOH Facebook
and Instagram

LOGO ON EVENT WEBSITE,
SIGNAGE, & PROGRAM

Yes

TICKETS
TO EVENT

4

2025 COMMITMENT FORM

ORGANIZATION INFORMATION

ORGANIZATION NAME _____

CONTACT NAME _____

EMAIL _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

MEALS ON HEELS 2025 SPONSORSHIP

- SPONSOR LEVEL:
- | | |
|---|---|
| <input type="checkbox"/> Presenting: \$7,500 | <input type="checkbox"/> Spin the Bottle: \$5,000 |
| <input type="checkbox"/> Swank Soles: \$5,000 | <input type="checkbox"/> Premier Partner: \$2,500 |
| <input type="checkbox"/> Bar: \$5,000 | <input type="checkbox"/> Partner: \$1,000 |

PAYMENT INFORMATION

Check Enclosed

Please Invoice

Please make checks payable to Metro Meals on Wheels.

Forms can be mailed with payment to:

Metro Meals on Wheels
1200 S Washington Ave #380
Minneapolis, MN 55415

QUESTIONS?

Contact Director of Development and Communications Jeni Gregory at jeni@meals-on-wheels.com or 612-242-3488.