



SPONSORSHIP PACKET

REACH ST.PETE





TABLE OF CONTENTS

03

MISSION, VISION, PROGRAMS

04

FOCUS

05

POP-UP PANTRY

06

TRANSIT VAN

07

WHY IT MATTERS

08

IMPACT

09

TIERS

10

MARKETING NUMBERS

11

BENEFITS OF MOBILE ADVERTISING

12

CONTACT INFORMATION



MISSION

To prevent and alleviate homelessness, low-income, and at-risk situations in Pinellas County by bridging the gap between people and the resources they need.

VISION

That everyone has the opportunity to gain access to the resources they need to obtain a better life.

PROGRAMS

- Pop-Up Pantry
- Literacy Program
- Community Pop-Up Events
- Drop-In Center
- Grocery Delivery



FOCUS

● **LIFE ENRICHMENT SERVICES**

We provide access to basic necessities to alleviate circumstances that people experiencing homelessness, low-income, and at-risk situations may experience which includes providing food, clothing, hygiene items, housing assistance, billing assistance, and emergency assistance.

● **YOUTH & FAMILIES**

We serve youth and families by providing access to healthy snack packs, infant needs, transportation assistance, educational assistance, creative resources, and quarterly community enrichment events to encourage family engagement and positive activities.

● **SUPPORT NAVIGATING THE SYSTEM**

Often time clients need help in more than one area of life, so we work together with Pinellas nonprofits to get clients access to all the help that could be available to them. This often looks like calling on behalf of clients, assisting in filling out other applications, and walking them through processes required for additional resources.

Pop-Up Pantry



How it started

Founder Alexia Morrison, started Reach St.Pete in 2016. She had the vision to bridge the gap that existed between people and the resources they need. After her own experiences with homelessness and low-income situations she felt there weren't many dignifying options for her to get the help she needed. Reach St.Pete would start with assisting those who were homeless and expand to food, housing, clothing, hygiene items, low-income situations, and more



Grocery store experience

This project was done with the intention of making the experience the same as shopping at your local grocery store. Displaying things in a visually appealing way while providing staple items like milk, eggs, proteins, fresh produce, dry goods, and hygiene products

What is it, and why is it different?

The Pop-Up Pantry is a grocery store on wheels committed to providing direct access to fresh food in food deserts and low-income areas across Pinellas County. What makes it unique is the large capacity it provides, being a decommissioned city bus. Additionally driving directly to the high need areas, providing free groceries in a "choice model" allowing guests to shop what they need.

REFRIGERATED TRANSIT VAN

Help increase food access, decrease food waste, and create sustainability.



WHAT DOES THE TRANSIT VAN HAVE TO DO WITH THE POP-UP PANTRY & WHY DOES IT MATTER?

The transit van will allow us to pick up larger volumes of food to decrease food waste in our county. Not only will it provide our operations more access to diverse nutritious foods, it will also help us in sustaining our Pop-Up Pantry operations. As inflation has increased, the need for food has increased.

Additionally this refrigerated transit van will also be able to increase our food volume mid-operation. As our numbers of those in need increase, some portions of the bus route have left others with less to choose from. This van will allow us to restock the bus mid-operation to offer an even more equitable service to all in Pinellas County!



IMPACT



REDUCE FOOD WASTE

The transit van will allow us to pick up more food that would otherwise be thrown out.



IMPROVE FOOD ACCESS

The transit van will pick up food to be redistributed to communities in need via our Pop-Up Pantry.



CREATE SUSTAINABILITY

Reduce the environmental impact of food waste, while also helping us conserve resources to feed large volumes of people.

The purpose of the refrigerated transit van for our nonprofit is to increase food access, reduce food waste, and support communities in need by providing a reliable means of transportation for collecting and distributing donated food to ultimately create sustainability.



With this van we can access over 25,000 lbs of food per quarter.



Did you know we can spend over \$3,000 a month on purchasing foods? This transit van will help us conserve resources to create a more sustainable operation.



When food is thrown away, it rots in landfills and releases methane, a potent greenhouse gas that is about 25 times more effective at trapping heat in the atmosphere than carbon dioxide. In fact, according to the Food and Agriculture Organization of the United Nations, food waste is responsible for about 8% of global greenhouse gas emissions.

SPONSORSHIP TIERS



TIERS	AMOUNT	SPOTS	BENEFITS
ADVOCATE	\$2,500	3	<ul style="list-style-type: none"> • SOCIAL MEDIA FEATURE • LOGO ON WEBSITE • NEWSLETTER FEATURE • FEATURE IN PRESS-RELEASE
PARTNER	\$5,000	2	<ul style="list-style-type: none"> • SOCIAL MEDIA FEATURE • LOGO ON WEBSITE • NEWSLETTER FEATURE • FEATURE IN PRESS-RELEASE • LOGO ON THE VEHICLE
SUSTAINER	\$15,000	1	<ul style="list-style-type: none"> • SOCIAL MEDIA FEATURE • LOGO ON WEBSITE • NEWSLETTER FEATURE • FEATURE IN PRESS-RELEASE • LARGEST LOGO ON THE VEHICLE • TOUR OF FOOD OPERATIONS • CHECK PRESENTATION PHOTO OPPORTUNITY

All contributions are tax deductible

MARKETING NUMBERS



SOCIAL MEDIA REACH:

6,507+ unique followers.

WEBSITE REACH:

2,100 monthly site visitors, 1,900 monthly unique visitors, & over 4,000 page views per month.

NEWSLETTER REACH:

1,500+ Local subscribers.

PREVIOUS PRESS RELEASE EXAMPLES:

<https://reachstpete.org/media>

MOBILE BILLBOARD BENEFITS:

Mobile billboard advertising rates in St. Petersburg can range from around \$500 to \$2,000 per week, with an average cost of around \$1,000 per week for a standard-sized billboard.

MOBILE ADVERTISEMENT

BENEFITS:

Increased Brand Awareness: A mobile billboard with your logo can expose your brand to a large and diverse audience, helping to increase brand recognition and awareness.

Targeted Marketing: This van will drive in through Pinellas County with majority of pick ups within St.Petersburg, Clearwater, and Tampa.

Cost-Effective Advertising: Compared to other forms of outdoor advertising, mobile advertisement can be a cost-effective option, especially when you consider the high level of exposure and the potential return on investment.

Increased Credibility: Having your logo on a mobile unit can add to your company's credibility and professionalism, making your business appear more established and trustworthy.

Overall, a mobile billboard with your logo can be an effective way to get your message in front of a large audience and create a lasting impression on potential customers and community members.

For inquiries, contact us.

Alexia@reachstpete.org

727-599-9638

Location: 721 Dr. Mlk. Jr. St. S. St.Petersburg, Fl, 33705