

MOBILE SPONSORSHIP

Delivering food right into communities that have limited access to grocers and pantries, the Food Bank of Eastern Michigan's mobile distribution program increases the availability of nutritious foods for neighbors. Also known as a "Pop-Up Pantry," this program makes an incredible impact with a large scale, one day, drive through or walk up market in a local parking lot. By sponsoring a distribution, you help ensure that individuals and families in underserved areas receive the nutritious mix of products they need.



What does it cost?

For food, transportation and procurement, a mobile sponsorship costs:

	STRAIGHT TRUCK	SEMI TRUCK
Northern Region <i>(Cheboygan, Presque Isle, Otsego, Montmorency, Alpena, Alcona)</i>	\$7,752	\$16,249
North Central Region <i>(Crawford, Oscoda, Roscommon, Ogemaw, Iosco, Arenac)</i>	\$7,752	\$16,249
Great Lakes Bay Region <i>(Gladwin, Midland, Bay, Saginaw)</i>	\$6,945	\$14,528
Thumb Region <i>(Huron, Tuscola, Sanilac, Lapeer, St. Clair)</i>	\$7,147	\$14,958
Genesee County	\$6,945	\$14,528

How does it work?

Sponsor a Pop-Up Pantry in the county of your choice! The Food Bank will collaborate with your company and a local Partner Agency to deliver fresh, nutritious food and essential staples to a designated location within our service area. Your sponsorship will fully fund the costs of a Pop-Up Pantry, helping to ensure that individuals and families in need receive vital support in the community you choose to serve.

- A Pop-Up Pantry provides enough food to feed approximately 400 four-person families for an entire week.
- In rural areas or when partnering with smaller agencies, two trucks may be sent separately, each feeding about 200 four-person families.
- Families will have access to a selection of fresh produce, dairy and protein as well as a variety of shelf-stable foods.
- The distribution will be promoted by the Food Bank and the partner agency to reach as many people in the county as possible.

How will your company be recognized?

Your organization's name and/or logo will be displayed on all promotions.

- Fliers with logos will be distributed by the host agency in the county where the Pop-Up Pantry will be located.
- The Food Bank will promote the Pop-Up Pantry on the distribution calendar available on the FBEM website.
- Two to four co-branded yard signs with messages of appreciation will be posted on site during the food distribution.

Questions? Contact Director of Development, Edwin Servil, at eservil@fbem.us or (810) 396-0223 today!