

305 W. Gate City Blvd.  
Greensboro, NC 27406  
P| 336.553.2641  
F| 336.291.8090  
GreaterGreensboroCROPWalk.org

Dear Friends:

The world has experienced many challenges and struggles due to the pandemic and economy. In 2023, we're seeing the continued impact to individuals and families. We've seen the increasing needs for food assistance due to the ongoing effects on jobs, rising food and housing costs.

With your support, we can change the lives of men, women, and children experiencing hunger and poverty. Locally, the Greater Greensboro CROP Hunger Walk has been supporting our community for 42 years and provides funds to help those in need. Locally, the funds raised benefit the Greensboro Urban Ministry (GUM) Potter's House Community Kitchen, where over 300 meals are served daily. Globally, the funds raised support the world-wide efforts of Church World Service (CWS), an international organization that works to end hunger and poverty around the world by providing resources, tools, and training to empower sustainability.

*In 2023, we will celebrate the 43<sup>rd</sup> year of the Greater Greensboro CROP Hunger Walk. Over the past 42 years, the walk has raised more than \$6 million dollars to support hunger and poverty initiatives.*

*Thank you for helping us to raise awareness and funds to support efforts to end hunger and food insecurity!*

It is our hope that you will join us in the fight against hunger by becoming a sponsor of the 2023 Greater Greensboro CROP Hunger Walk. For as little at \$300, your company can become a Greater Greensboro CROP Hunger Walk sponsor. You will be making a difference in our community while receiving valuable visibility and recognition. For more information on sponsorship levels and the benefits of being a sponsor, please see the enclosed sponsorship brochure.

I hope that you will join us in our on-going efforts to ensure no one goes hungry. If you have any questions, please contact me at [ledford@guministry.org](mailto:ledford@guministry.org) or [336.553.2641](tel:336.553.2641).

Best Regards,

*Cheryl Ledford*

Special Events Director/CROP Walk Coordinator  
Greensboro Urban Ministry



Supporting the hunger  
relief work of  
Greensboro Urban Ministry  
and Church World Service





43 YEARS

WALKING TO END HUNGER TOGETHER, ONE STEP AT A TIME

## 2023 SPONSORSHIP OPPORTUNITIES



GREATER GREENSBORO  
CROP HUNGER WALK  
OCTOBER 8, 2023



## GREATER GREENSBORO CROP HUNGER WALK ENDING HUNGER ONE STEP AT A TIME

Hunger is an ongoing crisis in the world, and escalating as the current economic conditions continue to effect many of our neighbors. There are many individuals who are undernourished and food insecure, meaning they do not have enough food to live and thrive. In our own community, 1 in 5 are considered food insecure and often do not know from where their next meal will come. The Greater Greensboro CROP Hunger Walk is a 5K community event that raises funds to fight this crisis. The funds raised are used locally and globally in the efforts to end hunger. Locally, 25% of funds raised through The Greater Greensboro CROP Hunger Walk support Greensboro Urban Ministry's Potter's House Community Kitchen, which provides a nutritious meal every day to over 300 individuals. Helping many of our neighbors in our community who are struggling with decisions to pay their bills, have shelter, or purchase needed food supplies. For more information on Greensboro Urban Ministry's programs and services, visit their website at **[GreensboroUrbanMinistry.org](https://GreensboroUrbanMinistry.org)**.

Globally, individuals and families from around the world do not have access to enough food to eat and resources to grow food. A lack of nutrition can impact their health and may limit their future abilities to meet basic needs for themselves and their families. CWS uses funds globally to provide programs, tools, and training to help those in need. Teaching people to grow their own food and utilize natural resources, allows them to feed their families and support their families, and empower them to sustain themselves and their communities. For more information on the services provided by Church World Service, please visit them online at **[cwsglobal.org](https://cwsglobal.org)**.





# CORPORATE SPONSORSHIP OPPORTUNITIES

	PRESENTING \$5,000	PLATINUM \$2,500	GOLD \$1,200	REGISTRATION AREA \$800	SILVER \$600	BRONZE \$300
"Presenting Sponsor" title on all material	•					
Recognition announcement from stage	•	•				
Logo/Name on GGCHW website	Logo/Link	Logo/Link	Logo/Link	Name	Name	Name
Logo on Registration Area Banner				Logo		
Logo/Name on event T-shirts	Logo	Logo	Logo	Name	Name	Name
Logo/Name on brochure & stage banner	Logo	Logo	Logo	Name	Name	Name
Mention in the GUM Fall newsletter	Logo	•	•	•	•	•
Name in GGCHW e-newsletter	Logo/Link	Logo	•	•	•	•
Complimentary Walk T-shirts	•	•	•	•	•	•
Individual mention/link on Facebook	2 posts	1 post				
Mention in group post on Facebook	•	•	•	•	•	•



Greensboro Urban Ministry's Potter's House Community Kitchen serves over 300 meals daily to individuals and families experiencing hunger and food insecurity.





## THANK YOU TO OUR 2022 SPONSORS

### PRESENTING SPONSORS



Lake Jeanette  
ORTHODONTICS &  
PEDIATRIC DENTISTRY  
[www.SmileGreensboro.com](http://www.SmileGreensboro.com)

### PLATINUM SPONSORS



Greensboro  
Coliseum  
Complex



### GOLD SPONSORS



### SILVER SPONSORS

Grace Reigns Down • Greensboro NC Alumni Chapter of Kappa Alpha Psi Fraternity, Inc.  
Mother Murphy's Laboratories • Sigma Kappa Omega Chapter of Alpha Kappa Alpha Sorority, Inc. ©  
Source4 • UBS Financial Services, Inc.

### BRONZE SPONSORS

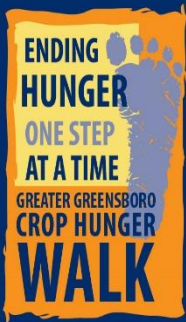
Cass Jewelers • EmergeOrtho • Gary & Kathryn Kellogg • GTCC Graphic Arts Dept. • Hinshaw UMC  
Dr. Scott Minor, DDS • John Newman Team @ Allen Tate Realtors • Lanny Johnson, GUM & CROP Volunteer  
Next Generation Academy • Taylor & Associates Appraisers, Inc.

## CONTACT

Cheryl Ledford, Event Coordinator  
[ledford@guministry.org](mailto:ledford@guministry.org)  
336.553.2641

Greensboro Urban Ministry/CROP Hunger Walk  
305 West Gate City Blvd.  
Greensboro, NC 27406

[GreaterGreensboroCROPWalk.org](http://GreaterGreensboroCROPWalk.org) • [GreensboroUrbanMinistry.org](http://GreensboroUrbanMinistry.org)  
<https://events.crophungerwalk.org/2023/event/greensboronc>



305 W. Gate City Blvd.  
Greensboro, NC 27406  
P| 336.553.2641  
F| 336.291.8090  
GreaterGreensboroCROPWalk.org

Sunday, October 8, 2023

## SPONSORSHIP FORM

Please respond by June 1, 2023, Payment due by July 31, 2023

☐ Presenting Sponsor -\$5,000

☐ Platinum Sponsor -\$2,500

☐ Gold Sponsor -\$1,200

☐ Silver Sponsor- \$600

☐ Bronze Sponsor - \$300

☐ Registration Area Sponsor -\$800

☐ In Kind Donation: (items/value): \_\_\_\_\_

☐ Sorry, we cannot be a corporate sponsor this year, but can publicize the CROP Hunger Walk within our organization.

Company Name: \_\_\_\_\_

Website: \_\_\_\_\_

Address: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### PAYMENT OPTIONS: (Check one below)

Return Sponsorship Form to:

Greater Greensboro CROP Hunger Walk

Attn: Cheryl Ledford / Greensboro Urban Ministry

305 W. Gate City Blvd., Greensboro, NC 27406

☐ Our check is enclosed for \$ \_\_\_\_\_

Please make checks payable to Greensboro Urban Ministry, with memo: "CROP Walk Sponsorship."

☐ We would like to pay by credit card: ☐ MasterCard ☐ VISA ☐ American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_ Amount: \_\_\_\_\_

☐ We will send payment at a later date. Approximate Date: \_\_\_\_\_

### Questions?

Contact Cheryl Ledford, CROP Walk Coordinator & Special Events Director  
at 336.553.2641 or ledford@guministry.org.



Supporting the hunger  
relief work of  
Greensboro Urban Ministry  
and Church World Service

