



Saturday – February 4, 2012
Gleaners Food Bank of Indiana
3737 Waldemere Ave
Indianapolis, IN 46241
7:00-9:30pm – Main Event
9:30pm – National Entertainment begins

Tickets – Kristin Christensen 952-835-7621
Sponsorships – Max Kittel 615-726-3586



The Story

Taste of the NFL was born at Super Bowl XXVI in 1992 and founded by local Minneapolis restaurateur Wayne Kostroski. The Party with a Purpose® was launched through the hard work and dedication of hundreds of volunteers. The finest chefs from around the country, one from each NFL city, served up their specialties alongside a current or alumni player from each of the NFL teams. All volunteer. All heart.

The sold-out event that year raised \$90,000, with all of the proceeds going to local and national hunger organizations. It was the highest net fund raiser at Super Bowl XXVI. For each of the last twenty seasons, Taste of the NFL has been presented on the eve of the Super Bowl in each of the Super Bowl cities, continuing the Minnesota-born tradition.

In 2011 TNFL XX exceeded its \$1 million goal to become the first Super Bowl charity event to distribute \$1 million for the cause in one night, making it possible for Taste of the NFL donations to be made to Feeding America Food Banks in each of the NFL cities in the name of that city's NFL team. According to Feeding America, each \$1 dollar donated by TNFL results in 7 meals to families in need. To Date Taste of the NFL has distributed over \$11 million to Food Banks in all 31 NFL Cities

Millions of needs, thousands of families, and dozens of new hunger projects and contacts have been affected by this effort. The goal is to end hunger, and the team is dedicated to achieving that goal, community by community, using the national success to jump-start local action.



www.TasteoftheNFL.com



The Guests and Celebrities

Taste of the NFL's success is well deserved. The event celebrates not only two of America's favorite passions, food and football, but also the power and conviction of the human spirit.

It is in this spirit that 32 acclaimed chefs along with current and former players representing each of the NFL franchises participate in the Taste of the NFL. As one of a select few events officially sanctioned by the NFL at Super Bowl, this high-profile event attracts top celebrities (Meredith Vieira, Ann Curry, Miss America, Drew Carey, Andy Roddick, Andy Rooney), additional sports figures (Dan Marino, Joe Montana, Mike Piazza, Ozzie Smith), and some of the country's most preeminent event marketers, whose sponsorship efforts push the cost/donation ratio of the event in favor of giving.





The Entertainment

Taste of the NFL also boasts an evening of exciting live entertainment by renowned musical artists. Past Artists have included Brooks & Dunn, Michael McDonald, Wynonna, The Funk Brothers, REO Speedwagon, Styx, The Doobie Brothers and many more.

With a collection of the nation's greatest chefs, access to seemingly unattainable collectibles, and music that will have you dancing until dawn, Taste of the NFL remains the premier entertainment and business hospitality event of the weekend.



The Silent Auction

Each year Taste of the NFL's silent auction features unique sports memorabilia, celebrity items, fabulous vacation packages, jewelry and more-over 450 items to bid on AND... a diamond raffle. All proceeds benefit hunger relief. Updated auction information available at www.TasteoftheNFL.com



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The Recipients

On a yearly basis, over 160,000 food-insecure Hoosiers depend on food and other critical grocery products provided by Gleaners Food Bank of Indiana to hunger relief agencies throughout 21 counties in central and southeastern Indiana. Gleaners was founded in 1980 and is a member of Feeding America the nation's food bank network. Since then, the food bank has distributed over 280 million pounds of food and critical grocery products to nearly 400 hunger relief agencies serving needy Hoosiers. In Gleaners' 21-county service area, more than 287,000 people live in poverty—and 103,000 of them are children.

To learn more, log onto www.gleaners.org.



GLEANERS

Rotary
Club of Indianapolis
FOOD DISTRIBUTION CENTER

FEEDING
AMERICA[™]
a member of



www.TasteoftheNFL.com

TASTE OF THE NFL

Partners Opportunity

Sponsors are key to the continued success of Taste of the NFL. Not only do they help Taste of the NFL return more dollars to hunger relief, but each and every sponsor helps raise more awareness for the cause.

We invite you to join the ranks of some of America's finest companies that have included a Taste of the NFL sponsorship in their marketing strategy. Experience just how rewarding it is to support hunger relief programs that also generates awareness and incremental business for your own organization.

It is always our preference to create a marketing platform that fits our partners specific needs. Please contact Max Kittel to discuss how we can make Taste of the NFL a successful part of your marketing strategies.



The Super Bowl Party with a Purpose!™



21st Year of Fighting Hunger!

According to the 2007 Cone Cause Evolution Study, 83% of Americans believe that companies have a responsibility to support causes, and 92% report a more positive image of a company that supports a cause they care about. Almost 90% of consumers said they would switch to a brand that is associated with a worthy cause if price and quality are equal.

Giving is good business!



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