

SWEET 16 EVENT SPONSORSHIPS

Date: Thursday, July 30

Location: Lake Terrace Convention Center, Hattiesburg

Cocktail Hour: 4:30pm – 6pm

Dinner and Program: 6pm

Dress: Business Casual



This night is about our mission.

This is our FIRST EVER Extra Table FEEDS banquet – and don't expect basic!

It's about celebration, dignity, and making sure every table in Mississippi has food on it, now and for the future.

Each sponsor plays a role in bringing this story of food for Mississippi to life.

*Every table will have a host couple, an Extra Table champion, there to ensure you and your guests have the SWEETEST night!

 **Golden Ticket Match Sponsor – \$100,000**

 **Sweet 16 Presenting Sponsor – \$50,000**

 **Extra Table Awards Sponsor – \$25,000**

 **Pallet Power Sponsor – \$15,000**

 **Legacy Sponsor – \$10,000** *(Multiple sponsorships available at this level.)*

 **Guest Welcome Experience – \$5,000**

 **Car Tag Launch – \$5,000**

 **Sweet 16 T-Shirt – \$5,000**

Volunteer – \$5,000

 **Birthday Box Initiative – \$5,000** *(Multiple sponsorships available at this level.)*

 **Raise a Glass Experience – \$5,000**

 **Extra Full Experience – \$5,000**

Icing On the Cake - \$5,000

Toast Sponsor - \$5,000

Floral Finish - \$5,000

Program Sponsor - \$5,000

Empty Plate Sponsor - \$5,000

Birthday Ballet Sponsor - \$5,000

16 Candles Placemat Sponsor - \$2,500

 **Table Sponsor – \$2,500** *(8 tickets)*

 **Host Couple – \$1,000** *(2 tickets)*

Voices of Mississippi \$500 *(cover the cost of 2 pantry directors)*

Friends of Extra Table FEEDS \$250 *(donation to Extra Table FEEDS and 1 ticket)*

 **Golden Ticket Match Sponsor – \$100,000**

Shhh...this is a surprise for our guests!

The moment that changes everything.

At the heart of the evening, one guest will discover a Golden Ticket in their dessert. They will read the Golden Ticket message aloud and announce that every gift made this night will be matched. Doubled dollars – double the meals for Mississippians.

This is the turning point. The surge. The moment the room realizes just how much is possible through their presence.

Your impact includes:

- Leading the match that multiplies every donation made that night

Illuminated stage signage will show \$100,000 flip to \$200,000 to 800,000 MEALS, 800,000 NUTRITIOUS MEALS MADE POSSIBLE BY THIS MATCHING GIFT

- A live, unforgettable reveal moment tied directly to your generosity
- Prominent brand presence throughout the remainder of the program (logo on two big screens)
- Post-event storytelling through video, press release, and media interviews (guest reading the Golden Ticket clip)
- Continued visibility as the moment that helped feed thousands

Your experience:

- Invitation to the Sweet 16 prep party in June
- Two reserved tables (16 seats)



Sweet 16 Presenting Sponsor – \$50,000

You set the tone for the entire celebration.

From the first invitation to the final toast, your support is woven into every detail of the night.

Your impact includes:

- Presenting partnership of the Sweet 16 celebration
- Integration into event branding, website, communications
- Presence across digital, print, and guest touchpoints
- Event invitation sent to Extra Table FEEDS' email list and social post

Your experience:

- Host of the Sweet 16 prep party with the Extra Table FEEDS team and Board Members
- Two reserved tables (16 seats)



Extra Table Awards Sponsor – \$25,000

You help us celebrate the people behind the mission.

This sponsorship honors the individuals and partners who make Extra Table possible—sharing their stories on stage and across Mississippi.

Your impact includes:

- Presenting sponsor of the inaugural Extra Table Awards
- Visibility in public voting, media outreach, and community engagement (Nominations start May 1-May 14, Voting is from May 15-May 31)
- The Robert St. John Founder's Award will be awarded during the dinner. One award will be announced each day by video on social media for 9 consecutive days following the event. Each winner will be surprised during the month of June when a video camera shows up announcing them as the winner to capture the raw, emotional reaction.

Your experience:

- Invitation to the Sweet 16 prep party
- One reserved table (8 seats)



Pallet Power Sponsor – \$15,000

Shhh...this is a surprise for our guests!

You create the moment no one will forget.

IMAGINE the doors of the dining room opening and in rolling \$95,000 worth of food or 66 pallets of food, guests won't just hear numbers—they see the scale of what Extra Table delivers every single month.

Your impact includes:

- Bringing to life a powerful, visual representation of meals provided
- Branding poster on each pallet and volunteer presence (Think volunteers wearing fake tuxedo t-shirts with your logo pulling the food into the room!)
- Alignment with one of the most talked-about moments of the night

Your experience:

- Invitation to the Sweet 16 prep party

- One reserved table (8 seats)

Legacy Sponsor – \$10,000

Multiple sponsorships available at this level.

You are investing in what lasts.

This is about more than one night—it's a commitment to making sure Extra Table continues to show up for years to come.

Your impact includes:

- Recognition as a long-term supporter of Extra Table's mission
- Your "why Extra Table" quote shared through the program, social media, and event visuals
- Presence during cocktail hour on the main screen

Your experience:

- Invitation to the Sweet 16 prep party
- One reserved table (8 seats)

Guest Welcome Experience – \$5,000

You and YOUR TEAM create the very first impression of the night.

Before the music, before the program—there's a moment where every guest arrives, is greeted, and feels the energy of something special. That moment belongs to you.

Perfect for: banks, hospitals, law firms, hospitality groups...any group with a community impact team!

Your impact includes:

- YOUR TEAM checking in guests with your company represented front and center
- Association with the tone: warm, polished, and memorable

Why it sells:

You are not just seen—all event guests will hear from you first as you welcome and check them in!

Your experience:

- Each volunteer receives a seat at dinner; they earned it! Table for 8.

Car Tag Launch – \$5,000

You help take the mission to the road.

This moment introduces something guests will carry with them long after the night ends—into parking lots, neighborhoods, and everyday life.

Perfect for: automotive groups, insurance companies, local brands with reach

Your impact includes:

- Sponsorship of the official Extra Table car tag launch
- Logo featured in all campaign promotions tied to the tag (Sticker with QR code to the Car Tag website)
- Visibility that extends beyond the event into the community through mailers, press release, social media, and emails

Why it sells:

This is *movement*. Your brand travels.

Your experience:

- 4 dinner seats

Sweet 16 T-Shirt – \$5,000

You become part of what people wear—and remember.

This isn't just merch—it's a walking story of Extra Table's Sweet 16, designed by Brooks, a friend of Extra Table and founder of Lost Pizza Co.

Perfect for: retail brands, lifestyle companies, creative agencies

Your impact includes:

- Sponsorship of the official Sweet 16 t-shirt release
- Shirts sold online and in select retail locations
- Image made into stickers with your logo

- Presence during the live unveiling moment at the event

Why it sells:

Your brand doesn't just show up—it sticks around.

Your experience:

- 4 dinner seats

 Birthday Box Initiative – \$5,000

Multiple sponsorships available at this level.

You help families celebrate moments they might otherwise miss.

Every child—and adult—deserves to be celebrated. This sponsorship turns Millie Addison's Sweet 16 Wish Project into birthday boxes for thousands across Mississippi.

Perfect for: family-focused brands, grocery, retail, community-driven companies

Your impact includes:

- Support toward the purchase of 6,600 birthday celebration boxes packaged and delivered statewide, 100 to each pantry
- Logo featured on birthday cards included in each box
- Recognition through Millie's campaign website and outreach

Why it sells:

This one hits the heart. It's tangible, emotional, and incredibly shareable.

Your experience:

- 4 dinner seats

 Life of the Party Sponsor – \$5,000

You bring the party.

When donations are made throughout the evening, the Life of the Party Sponsor springs into action—showering donors with confetti, party hats, leis, birthday blow horns, and plenty of celebration.

Perfect for: companies with energetic teams and a passion for community involvement.

Your impact includes:

- Sponsorship of the interactive Life of the Party Sponsor volunteer team
- Opportunity for your employees to serve as the official celebration crew
- Branded Life of the Party Sponsor recognition throughout the event
- Association with one of the most fun, memorable, and photographed moments of the night

Why it sells:

Your team becomes the face of joy, gratitude, and celebration.

Your experience:

- 4 dinner seats

 Raise a Glass Experience – \$5,000

You keep the celebration flowing.

From the first toast to the last conversation, the bar is where connections happen—and your brand is right there in the middle of it.

Perfect for: beverage brands, distributors, restaurants, social brands

Your impact includes:

- Exclusive association with the bar experience
- Opportunity to feature your product directly to guests
- Brand presence in one of the most high-traffic areas of the event

Why it sells:

High visibility. High engagement. Constant interaction.

Your experience:

- 4 dinner seats

Extra Full Experience – \$5,000

You bring the story to life by showcasing Extra Table's first product—Extra Full.

As red beans and rice are passed throughout the room, guests experience firsthand the flavor and intention behind how Extra Table feeds Mississippi.

Perfect for: food brands, restaurants, catering groups, health-focused companies

Your impact includes:

- Logo featured on cards accompanying passed Extra Full samples
- Only food item offered during the cocktail hour
- Repeated, close-up interaction with every guest
- Large than life Extra Full bag printed as a lobby display with your logo

Why it sells:

It's intimate. Guests literally hold your impact in their hands.

Your experience:

- 4 dinner seats

Icing on the Cake Sponsor – \$5,000

Because every birthday deserves cake. It's cake time!

No Sweet 16 celebration is complete without cake, and thanks to this sponsorship, every guest will enjoy a beautiful birthday-inspired dessert created by Loblolly Bakery.

Your impact includes:

- Sponsorship of the signature birthday dessert served to every guest
- Custom birthday pennant signage displayed alongside each dessert
- Recognition during one of the sweetest moments of the evening
- Brand association with celebration, joy, and gathering around the table

Why it sells:

Your company becomes part of the moment guests remember long after the last bite. PLUS, it goes hand in hand with the Golden Ticket Match Sponsor.

Your experience:

- 4 dinner seats

Toast Sponsor – \$5,000

Cheers to 16 years of feeding Mississippi.

At a pivotal moment in the evening, Extra Table founder Robert St. John will invite the room to raise a glass in celebration of sixteen years of impact, partnership, and full plates.

Your impact includes:

- Sponsorship of the official Sweet 16 toast
- Recognition during the toast and celebration moment
- Brand visibility tied to one of the most meaningful moments of the program
- Association with sixteen years of feeding Mississippi

Why it sells:

This sponsorship connects your company to gratitude, celebration, and a vision for the future.

Your experience:

- 4 dinner seats

Floral Finish Sponsor – \$5,000

Every great celebration deserves a beautiful centerpiece.

The tables will be filled with creative arrangements made from fruits, vegetables, and fresh elements that reflect Extra Table's mission. After the event, the arrangements will be delivered to area nursing homes, extending the joy beyond the ballroom.

Perfect for: healthcare providers, garden centers, agricultural companies, florists, and community-minded businesses.

Your impact includes:

- Sponsorship of all event centerpieces
- Recognition on centerpiece signage
- Continued impact as arrangements are delivered to local nursing homes

Why it sells:

Your support creates two gifts—one for guests at the event and another for seniors in our community.

Your experience:

- 4 dinner seats

 Program Sponsor – \$5,000

Your brand helps tell the story.

Every guest will receive a keepsake program that tells you the plans for the grand celebration.

Perfect for: professional services, financial institutions, healthcare organizations, and companies seeking broad visibility.

Your impact includes:

- Prominent logo placement on the printed event program
- Recognition in a keepsake guests will reference throughout the evening
- Brand visibility at every table and in every guest's hands

Why it sells:

If guests want to know what's happening next, they'll be looking at your logo.

Your experience:

- 4 dinner seats

 Empty Plate Experience Sponsor – \$5,000

The moment everyone feels the mission.

When guests arrive at their tables, every other place setting will be empty. For a brief moment, they will experience the uncertainty faced by thousands of Mississippians who do not know where their next meal is coming from.

Then, after the blessing of the food, the remaining meals will be served and the room will share in a powerful reminder of why Extra Table exists.

Your logo will be on the empty plate placemats at every other pacesetting.

Perfect for: healthcare organizations, foundations, community-focused corporations, and mission-driven businesses.

Your impact includes:

- Sponsorship of one of the most emotional moments of the evening
- Recognition tied directly to the mission of feeding Mississippi
- Association with a powerful storytelling experience guests will never forget

Why it sells:

It is the moment the mission becomes real.

Your experience:

- 4 dinner seats

 16 Candles Placemat Sponsor – \$2,500

You set the table for the celebration with the perfect placemat.

Every guest's place setting will feature a custom-designed Sweet 16 placemat, creating a cohesive and memorable dining experience.

Your logo will be on placemats at every other pacesetting.

Perfect for: local businesses, community banks, professional services firms, and first-time event sponsors.

Your impact includes:

- Logo featured on every other placemat
- Brand presence on one of the most photographed elements of the evening

Why it sells:

Before the first word is spoken, your company already has a seat at the table.

Your experience:

- 4 dinner seats

 Birthday Ballet Sponsor – \$5,000

Adding wonder to the celebration.

As part of the evening's surprises, ballerinas will move throughout the room during a special program moment, bringing elegance, beauty, and a touch of birthday magic to the celebration.

Perfect for: arts supporters, healthcare organizations, financial institutions, and brands that value creativity and culture.

Your impact includes:

- Sponsorship of the live ballet performance
- Recognition during this artistic feature of the evening
- Brand alignment with creativity, celebration, and inspiration

Why it sells:

People may forget what was said, but they'll remember how the room felt.

Your experience:

- 4 dinner seats

 Table Sponsor – \$2,500

Meet us at the table.

Gather your guests around a table where they will experience the mission, the impact, and the joy of the evening together to celebrate 16 years of Extra Table FEEDS efforts!

Your experience includes:

- Reserved table for 8
- A host to guide and share the Extra Table story throughout the night

 Host Couple – \$1,000

You help set the tone from the very beginning.

As a host, you welcome guests, create connections, and help make the evening feel warm, personal, and meaningful.

Your experience includes:

- Two event seats
- Recognition in the program
- Invitation to the Sweet 16 prep party

 Voices of Mississippi Sponsor – \$500

Help bring our pantry partners to the celebration.

The true heroes of this work are the pantry directors and volunteers serving their communities every day. This sponsorship covers the cost of two pantry representatives attending the event.

Your impact includes:

- Provides tickets for two pantry volunteers or directors
- Helps ensure the people doing the work can be in the room to celebrate
- Makes a direct donation to Extra Table FEEDS

 Friends of Extra Table FEEDS – \$250

Every gift helps put food on the table.

Join the celebration, support the mission, and help ensure nutritious food reaches Mississippians facing hunger.

Your experience includes:

- One event ticket
- Donation supporting Extra Table FEEDS' mission
- Recognition as a Friend of Extra Table FEEDS

These additions fit naturally with the tone of the sponsorship packet and continue the theme of sponsors being part of the story rather than simply purchasing visibility.



Individual Ticket – \$100

Individual tickets will be available starting June 1, pending availability when sponsored table sales end.



EXTRA TABLE FEEDS
101 MADISON PLAZA
HATTIESBURG, MS 39402
601-447-4667
INFO@EXTRATABLE.ORG

THURSDAY, JULY 30
4:30-6PM COCKTAIL HOUR
6PM DINNER
LAKE TERRACE CONVENTION CENTER
HATTIESBURG, MS
BUSINESS CASUAL

CONTACT INFORMATION

Name / Business Name _____

Primary Contact _____

Address _____

City _____ State _____ Zip _____

Email Address _____ Preferred Phone _____

SWEET 16 SPONSORSHIP LEVELS

___ Golden Ticket Sponsor	\$100,000	___ Sweet 16 T-shirt	\$5,000
___ Presenting Sponsor	\$50,000	___ Birthday Box Initiative	\$5,000
___ Awards Sponsor	\$25,000	___ Raise a Glass Experience	\$5,000
___ Pallet Power Sponsor	\$15,000	___ Extra Full Experience	\$5,000
___ Legacy Sponsor	\$10,000	___ Table Sponsor	\$2,500
___ Welcome Experience	\$5,000	___ Host Couple	\$1,000
___ Car Tag Launch	\$5,000		

PAYMENT

___ AmEx ___ Discover ___ Mastercard ___ Visa ___ Check (make payable to Extra Table)

Name on Card _____

Card Number _____

CVV _____ Exp. Date _____ Billing Zip _____

SIGNATURE

Name _____

**FOR INCLUSION IN PRINTED MATERIALS, COMMITMENT AND PAYMENT MUST BE RECEIVED BY JULY 1, 2026.
FOR EVENT DETAILS OR TO PURCHASE A TICKET, PLEASE VISIT EXTRATABLE.ORG**