



**MEALS on WHEELS**  
**LOVELAND AND BERTHOUD**

MISSION PARTNER  
PROSPECTUS 2023

[www.lovelandmealsonwheels.org](http://www.lovelandmealsonwheels.org)

970-667-0311



We're much more than just a meal delivery service. Meals on Wheels is a powerful movement of everyday people standing up to isolation and helping our older, at-risk neighbors live independently in their homes.

# The Issue



**1 IN 5 AMERICANS**  
is 60 or older



**WITH 12,000 MORE**  
turning 60 each day



**79**  
YEARS

Average life  
expectancy today



**1 IN 4 SENIORS**  
LIVES ALONE



**1 IN 4 FEELS LONELY**



58% of home-delivered meal recipients live alone, and for many of them, **the person delivering the meal is often the only person they will see that day**

## **2 OUT OF 3 RECIPIENTS**

report the meals make up half or more of all food eaten that day

**Covid-19 has increased the number of older adults who are experiencing food insecurity, and many seniors are lonelier than before the pandemic.**



## 2021 MEALS ON WHEELS of LOVELAND AND BERTHOUD IMPACT STATISTICS

Clients Served

637

Meals Delivered

69,718

Social and  
Wellness Visits

41,069

It takes \$3.09 in raw materials for each meal. That is an increase of \$0.72 over the last three years. (2019 = \$2.37)

In 2022, MOWLB Volunteers will provide:

10,000  
Driver  
Delivery  
Shifts

4554  
Kitchen  
Help  
Shifts

In one week  
they will  
drive  
1500 miles

That's 76,000 miles in  
one year = 3 x's around  
the world!



"This was my first month with you, and I just want to say thanks. Each of the meals are just great - hot when they arrive and put together beautifully.

The delivery volunteers are very happy and sweet and on time.

This service is convenient to me, as I had to quit cooking and let my car go.

You help so much to give life meaning.

Thanks, and God bless each of you." - Meals on Wheels client





**MEALS on WHEELS**  
LOVELAND AND BERTHOUD

Meals on Wheels of Loveland and Berthoud is one of the most well-known and well-respected names in Northern Colorado, thanks to the tireless work of their dedicated staff, supporters, and volunteers.

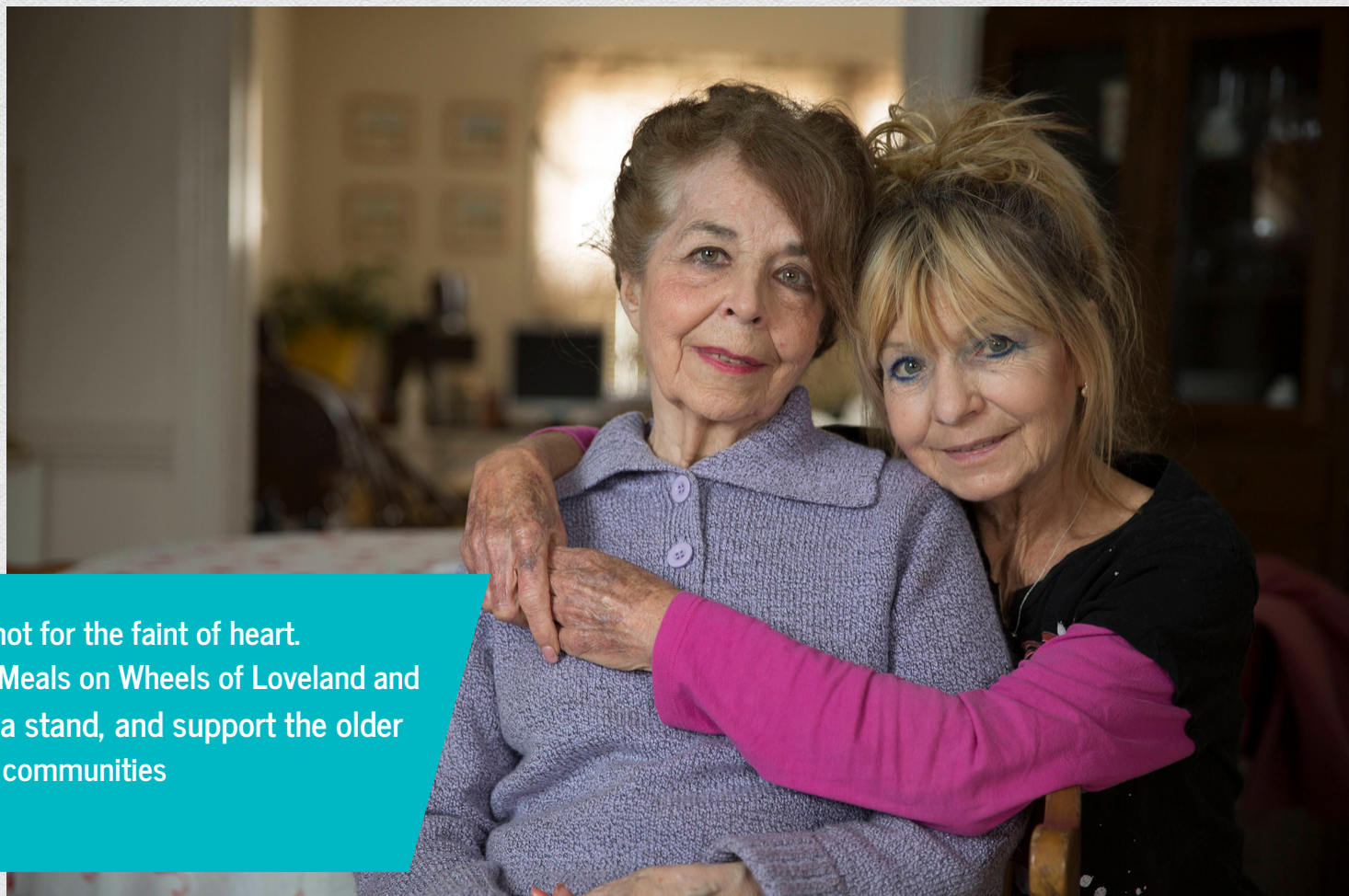
We know that there is a real threat of hunger for our older and at-risk neighbors. The number of those affected is increasing significantly each year. If our older neighbors are to truly lead nourished lives with independence and dignity, the greater community needs to come together, becoming a powerful voice that is unified, amplified, and strong enough to spark reach change.

Meals on Wheels of Loveland and Berthoud draws on a diverse audience - across key demographics throughout Northern Colorado.

Community Partnerships provide powerful opportunities for sponsors and businesses to position themselves as leaders in this movement that ultimately makes our community stronger and healthy.

As a Meals on Wheels Partner, we look forward to helping you:

- Fulfill the demand for corporate social responsibility
- Build a stronger relationship with the community
- Increase your brand presence and loyalty



We know that aging is not for the faint of heart.  
That's why we come together at Meals on Wheels of Loveland and  
Berthoud - to lift a hand, take a stand, and support the older  
adults in our communities

## 2023 Marks 55 Years of Meals on Wheels of Loveland and Berthoud

To celebrate this important occasion, our Anniversary Committee is working to plan monthly engagement events, offering even more exposure and connections for our Mission Partners:

**January** - Founders Week to coincide with our birthday on January 29 (\$300 Partnership)

**February** - Client Valentine's through the Loveland Remailing Program (\$250 Partnership)

**March** - March for Meals, national celebration - multiple events and campaigns

**April** - Volunteer Appreciation Month (\$1000 Partnership)

**May** - Community Events and Donor Appreciation

**June** - Meals on 4th (See Meals on 4th Sponsor Section)

**July** - Wheels on 5th 1st Annual Car Show & Cruise Night (variety of sponsorships will be available)

**August** - Community Event with a booth at Corn Festival

**September** - Pints for the People at Loveland Aleworks

**October** - Trivia Night (variety of sponsorships will be available)

**November** - Donor Gratitude Event, Veterans Day Parade Hot Chocolate, Festival of Lights in Downtown Loveland

**December** - Holiday Cookie Sales

**55 YEARS**



**MEALS on WHEELS**  
**LOVELAND AND BERTHOUD**

**Monthly Anniversary  
Sponsorships Available**

**Various price ranges from  
\$200 - \$1000  
Call for more information**





**MEALS ON WHEELS**  
LOVELAND AND BERTHOUD

## ANNUAL PREMIER MISSION PARTNER YEAR ROUND PARTNERSHIP

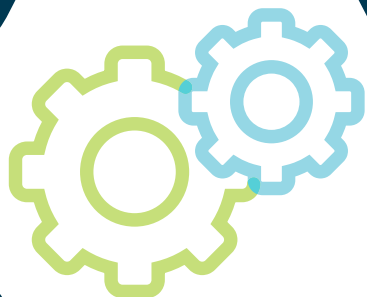
\$20,000 -- 5 Available

Receive recognition as a  
Premier Partner  
all year long - across all  
events, channels, &  
campaigns

### PARTNERSHIP DETAILS:

- Logo/Link on All Website Event & Campaign Pages
- Tickets to all Meals on Wheels ticketed events including:
  - 8 tickets - Meals on 4th
  - 55th Anniversary celebrations (SEE PAGE 6 - numbers will vary)
- Logo/Link on Meals on Wheels Website
- Quarterly Social Media Mentions on Facebook, Instagram, Twitter, & LinkedIn
- Recognition on all printed communications & marketing materials including:
  - Quarterly Newsletters - option for ad space in two newsletter issues (2300 mailed quarterly)
  - Monthly Menus - distributed each month to MOW clients
  - Stickers on cups distributed at Veterans Parade & Festival of Lights
- Logo/link in all "Another Helping" e-Newsletters
- Display ad with logo on lobby TV
- Logo on 2023 Meals on Wheels branded banner
- 2 Blogs about your business
- Opportunity to hand out promo materials/display signage at Meals on 4th event
- Logo and mention in all post-event videos

A Premier Partnership  
includes heightened visibility to attract  
and engage with customers and  
prospects.  
Your organization can celebrate,  
knowing that you are helping to  
stand against isolation and hunger-  
having a profound impact  
on your community.



## WHEELS OF CHANGE - MONTHLY MISSION PARTNER

Multiple levels & quantities available

A monthly donation from our supporters provides reliable income for Meals on Wheels of Loveland and Berthoud, and ultimately makes the greatest impact on our ability to plan long-term when providing services to the homebound in our community.

### \$200/Month

- Logo/Link on Wheels of Change Web Page
- Logo in monthly donor recognition emails
- Social media mentions
- 1 Blog about your business
- Logo on all Wheels of Change Mailers
- Logo on Wheels of Change display on Lobby TV

### \$100/Month

- Logo/Link on Wheels of Change Web Page
- Logo in monthly donor recognition emails
- Social media mentions
- Logo on Wheels of Change display on Lobby TV

### \$50/Month

- Logo/Link on Wheels of Change Web Page
- Logo in monthly donor recognition emails



**MEALS on WHEELS®**  
LOVELAND AND BERTHOUD

**WHEELS OF CHANGE**

Sustaining Donor Program





**MEALS ON WHEELS**  
LOVELAND AND BERTHOUD

## PROGRAMMING PARTNERS

Multiple levels & quantities available

### ROUTE SPONSORS

32 available

\$100/Month

Route Sponsors will help support our volunteer appreciation efforts.

Recognition will include:

- Acknowledgement in monthly newsletters
- Logo on lobby TV display
- Acknowledgement in volunteer email communications

### LOT SPONSORS

8 available

2 Levels

Two levels of Lot Sponsors are available:

\$100/Month - \$1200 total

- Logo/Name on Parking Lot signage

\$200/Month - \$2400 total

- Logo/Name on Parking Lot signage
- Painted Logo in Parking Lot spot





**MEALS ON WHEELS**  
LOVELAND AND BERTHOUD

## PROGRAMMING PARTNERS

Multiple levels & quantities available

### MENU SPONSORS

12 available  
\$150 each

Menu Sponsors will help cover the cost of paper and printing our monthly menus for clients.

Recognition will include:

- Logo/Small ad included on menu during the month of sponsorship
- Logo/Link on website menu page

### NEWSLETTER SPONSORS

8 available - \$200 each

Newsletter Sponsors will help cover the cost of printing & distribution of our quarterly newsletters.

Recognition will include:

- Logo included in quarterly newsletter
- Quarter-page ad in quarterly newsletter



## EVENT PRESENTING SPONSOR

Limited to 1 - \$10,000

### PRESENTING BENEFITS

- 8 complimentary event tickets & reserved table (Value of \$1120)
- VIP table placement
- Logo on stage signage
- Opportunity to speak from the stage
- Premier placement via all marketing channels - including enewsletter, social media, direct mailers, paid advertising
- Blog about business on MOWLB website
- Logo/Link on Meals on 4th webpage & ticket portal
- Large logo in event program
- Large logo in annual video recap
- Logo featured in thank you letters





## EXCLUSIVE EVENT SPONSORS

Limited to 1 each

### STAGE SPONSOR

**\$3000**

- Mention in program
- MO4 Signage with name on stage
- Social Media Mentions
- Opportunity to hang branded materials
- 2 complimentary tickets

### PREP TENT SPONSOR

**\$2000**

- Mention in program
- MO4 Signage with name on tent
- Opportunity to hang branded materials

### MUSIC SPONSOR

**\$2000**

- Mention in program
- Verbal Mention from stage
- Opportunity to hang branded materials

### WINE PULL SPONSOR

**\$1000**

- Mention in program
- MO\$ Signage with name at Wine Pull Station







## EXCLUSIVE EVENT SPONSORS

Limited to 2 each

### BARRICADE SPONSOR

\$2000

- Mention in program
- Signage on barricade
- Social Media Mentions
- Opportunity to hang branded materials

### GIFTS SPONSOR

\$2000

- Mention in program
- Mention from stage
- Social Media Mentions
- Opportunity to hang branded materials





## UNLIMITED EVENT SPONSORS

Varying Levels of Support

	Platinum \$5000	Gold \$2500	Silver \$1000	Bronze \$500
Business on Website & Event Page				
Social Media Mentions Across All Channels				
Sponsor Table at Event			4 tickets	2 tickets
Name/Logo in event video				
*Business logo or name in program & on event signage	Logo	Logo	Logo	Name
*Recognition on all printed event materials & ads				
Blog about your business				
Opportunity to hang branded signage at event				

\*High Profile Logo  
Placement



## Partnership & Sponsor Form

Meals on Wheels of Loveland and Berthoud Mission:  
WE SEEK TO NOURISH & ENRICH THE LIVES OF HOMEBOUND  
INDIVIDUALS WITH NUTRITIOUS MEALS AND DAILY  
CONTACT WITH CARING VOLUNTEERS

Please indicate your package choice(s):

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Business Name & Address:

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Main Contact Name: 

---

Main Contact Email & Phone: 

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Total Donation Amount: 

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Thank you for your generous support and donation to Meals on Wheels of Loveland and Berthoud.  
We will use these funds to grow and improve our core services, enabling us to reach more  
individuals and families in need.

Please return to Carrie Kaufman at [carrie@lovelandmealsonwheels.org](mailto:carrie@lovelandmealsonwheels.org)