



**Foodstock NJ**  
20 Randolph Road  
Freehold, NJ 07728  
[www.FoodstockNJ.org](http://www.FoodstockNJ.org)

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Dear Business Owner:

I am writing on behalf of Foodstock, a grassroots 501c3 organization that has been formed to assist with the needs of our less fortunate community members who are struggling to put food on their tables. This successful effort began in 2010 with a small food drive event and over the course of the years that followed we have collected over 275,000 pounds of food and raised over \$90,000 in cash donations! These efforts have greatly benefited local food pantries which have come to depend on the great work of the Foodstock organization. In this, our sixth year, we have raised the bar again, setting goals of collecting 100,000 pounds of food and another \$30,000 in monetary donations.

We are currently planning our flagship event, Foodstock 2018, which is our annual picnic and food drive. Since the event is aimed at collecting food, there is no cost for entry, but each attendee is encouraged to bring at least 50 pounds of nonperishable food. I am reaching out to you, a business owner in our community, to ask for your help in covering the costs for this event. As a sponsor we will display your logo on our website, and link back to your website. We will also display your logo on a large format banner that will be hung prominently at the event, and if you'd like we will invite you to take that banner, after the event, back to your place of business to hang it and show your support for your community.

The event will be held on October 13, 2018 and we expect to draw over 500 people from central New Jersey and beyond. It will be promoted in local newspapers, through online media and through our numerous volunteers.

Thank you in advance for considering being a part of our effort. Many families will be touched by your contribution. All donations can be sent to the organization at the address above, or you can contact me via cell {###-###-####} or e-mail {\*\*\*\*\*@\*\*\*.\*\*\*} to make other arrangements. I also hope you will consider attending the event which promises to be a great time featuring a number of local bands, some fabulous food and fun and games for the whole family.

Sincerely,

Volunteer Name