



**Los Angeles Times**  
MEDIA PARTNER

# TACKLING FOOD INSECURITY AMONG CHILDREN

**February 12, 2022 – live event**  
**February 13, 2022 – virtual Event**  
**Peterson Automotive Museum**

32 NFL Players  
10 Celebrity Chefs  
2 Events  
1 Great Cause

Top Tier, High Energy Live Event + Virtual Event  
Chalk Talk with Sports Greats  
2B+ Media Impressions  
Millions of Meals Delivered  
Celebrity Meet + Greets  
Cooking Demos  
Museum Tours + Auction

**SIZZLE REEL**

## Custom sponsorship packages include:

- Social media
- Event tickets
- Giveaways
- Auction items
- Retail activation
- Event branding
- Public relations
- Athlete VIP experiences
- Ownable Sponsor Areas
- Product Innovation Spaces
- Taste of the NFL logo rights
- Title and Presenting Sponsor Levels

**Custom Sponsor Package: \$50,000**



## About GENYOUth

We are a nationally recognized leader in creating healthy school communities. As a signature charity of the NFL, our programs are in 78,000 U.S. schools reaching 38 million students.

Funds raised at Taste of the NFL will benefit our school meal delivery fund, which provides access to healthy school meals to the nearly 1 in 4 children who live in food-insecure households.

25% of funds raised will benefit schools located in the Greater Los Angeles area, while the remaining funds will be disbursed nationally.

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