

TASTE
OF THE NFL

GENYOUTH
CREATING HEALTHIER SCHOOL COMMUNITIES™



TASTE
OF THE NFL

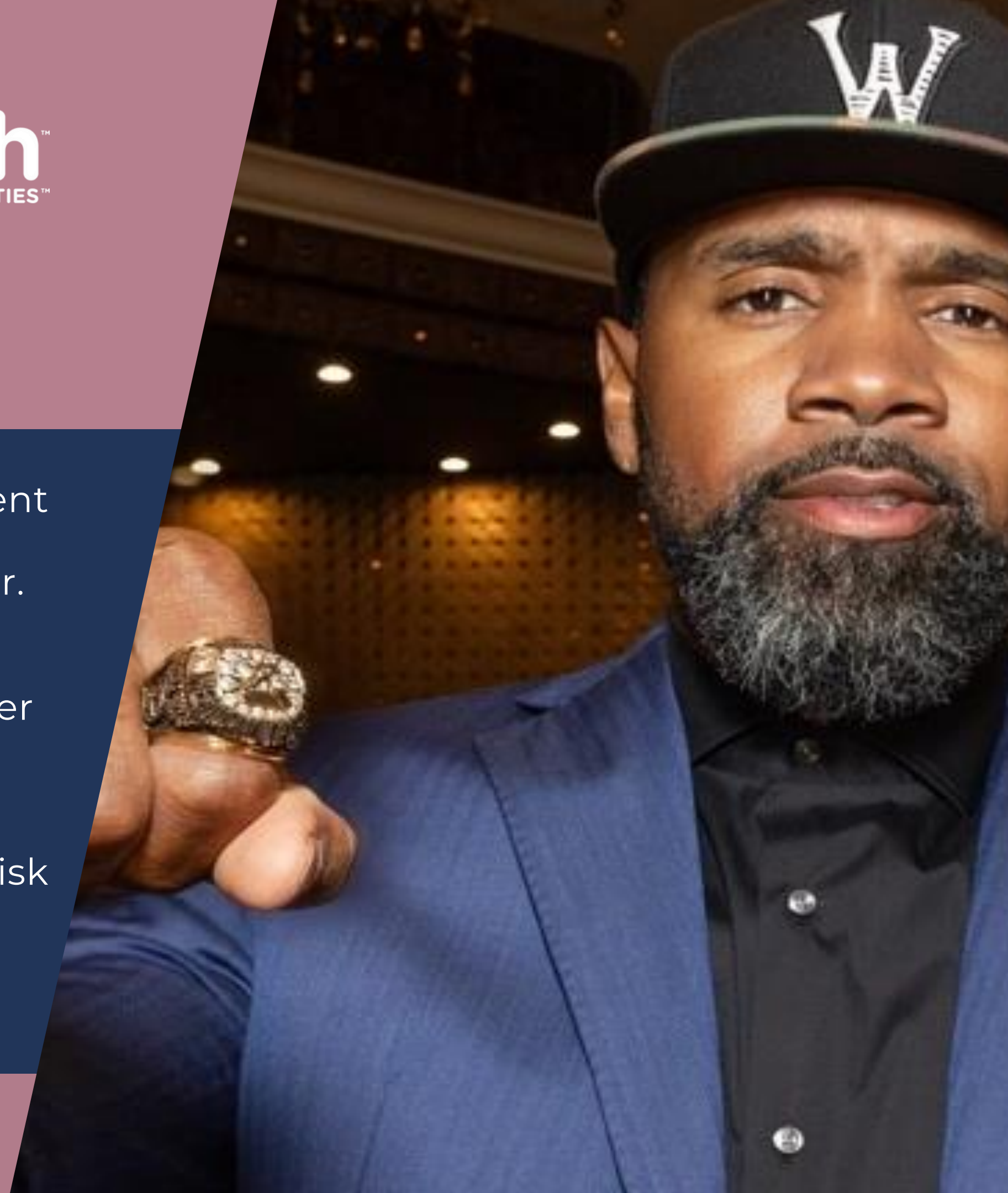
GENYOUTH[™]
CREATING HEALTHIER SCHOOL COMMUNITIES[™]

SATURDAY, FEBRUARY 10, 2024

***LOU RUVO KEEP MEMORY ALIVE EVENT CENTER •
LAS VEGAS, NEVADA***

Taste of the NFL is the largest, purpose-driven event held in conjunction with the Super Bowl each year.

Proceeds benefit GENYOUth's End Student Hunger Fund which helps increase access to and participation in school meals among youth in at-risk communities.





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2024 TASTE OF THE NFL GOALS

- End student hunger by supporting equitable access to nutritious meals in schools
- Raise \$1M to be distributed to schools meal programs throughout Nevada (25%) and throughout the additional 31 NFL markets
- Raise awareness of the issue of student hunger
- Entertain Super Bowl guests with a premier food and football experience





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*OFFICIAL SPONSOR OF TASTE OF
THE NFL*





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2024 TASTE OF THE NFL OVERVIEW

LOCATION

2024's event will take place at the incredible Lou Ruvo Keep Memory Alive Event Center.

FOOD & BEVERAGES

Guests will enjoy bites from 20+ top chefs along with custom cocktails and wines from around the globe.

NFL Players

30+ NFL greats will be on site for meet & greets and to sign autographs throughout the event.





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2024 TASTE OF THE NFL OVERVIEW

SILENT AUCTION

Silent auction will be open for bidding, featuring items like sports memorabilia, Chef donations, gift cards, and more. Auction will be spread throughout the various event spaces.

LIVE AUCTION

Our auctioneer will auction off larger items like trips and game tickets.

MAIN STAGE

Entertainment on the main stage that will include live performances, cooking demo, celebrity guest, and presentations. A deejay will also be present at the venue in the outside patio.

LUNCHBOX WALL

Always a hot item, guests will have the opportunity to purchase a branded lunchbox filled with various items, from gift cards to fun giveaways. Lunchboxes can be purchased for \$250 and might be valued at up to \$500!



2023 TASTE OF THE NFL... BY THE NUMBERS

2,300

GUESTS

175

MEDIA
ATTENDEES

28

CHEFS

82+

NFL PLAYERS IN
ATTENDANCE

50

NFL ALUMNI
CHEERLEADERS

148

VOLUNTEERS

2023's Taste of the NFL in Phoenix, AZ was a major success, with record crowds and significant media interest. The event generated an astounding **2.4B media impressions** and delivered a collective **100 million school meals** to food insecure students. We look forward to growing this success in 2024.

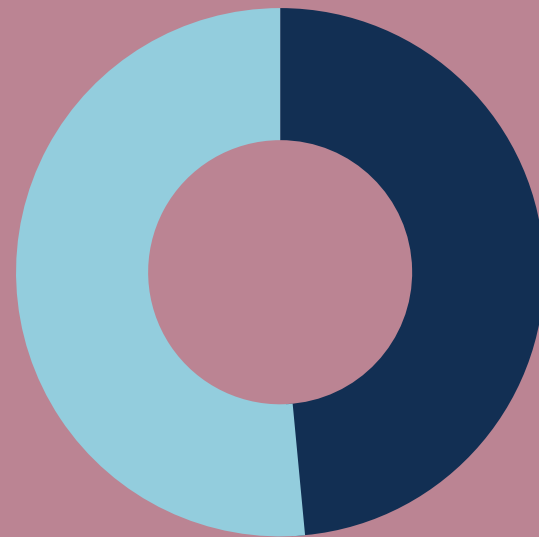


TASTE OF THE NFL 2023 GUEST SURVEY RESULTS

Respondent Demographics

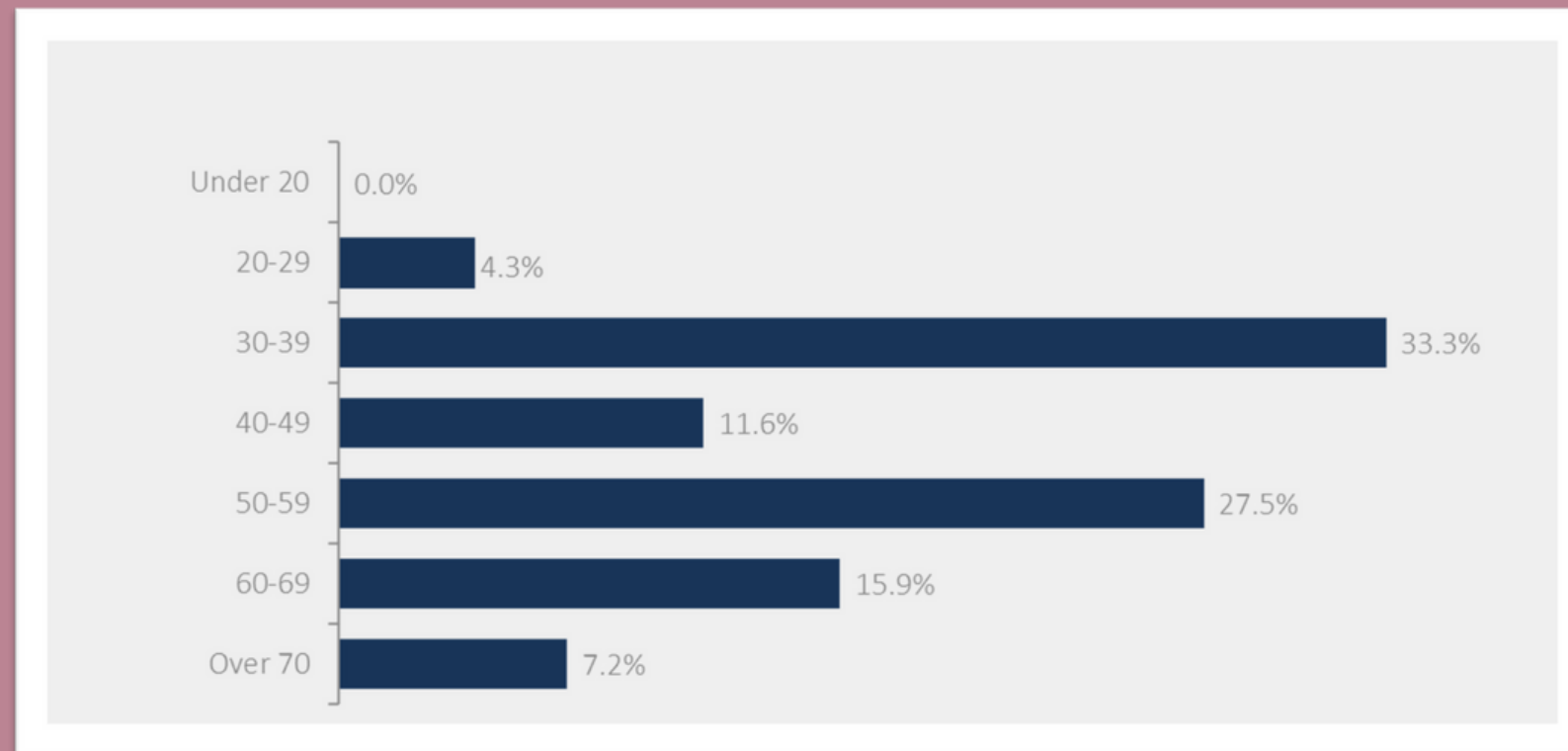
Results indicate that the average Taste of the NFL survey respondent was female, aged 30-39, with an annual household income of \$100-199K. Interesting event attendee parallels with “cooking” interests noted with Gen X/Y/Z **general population** profiles.

GENDER

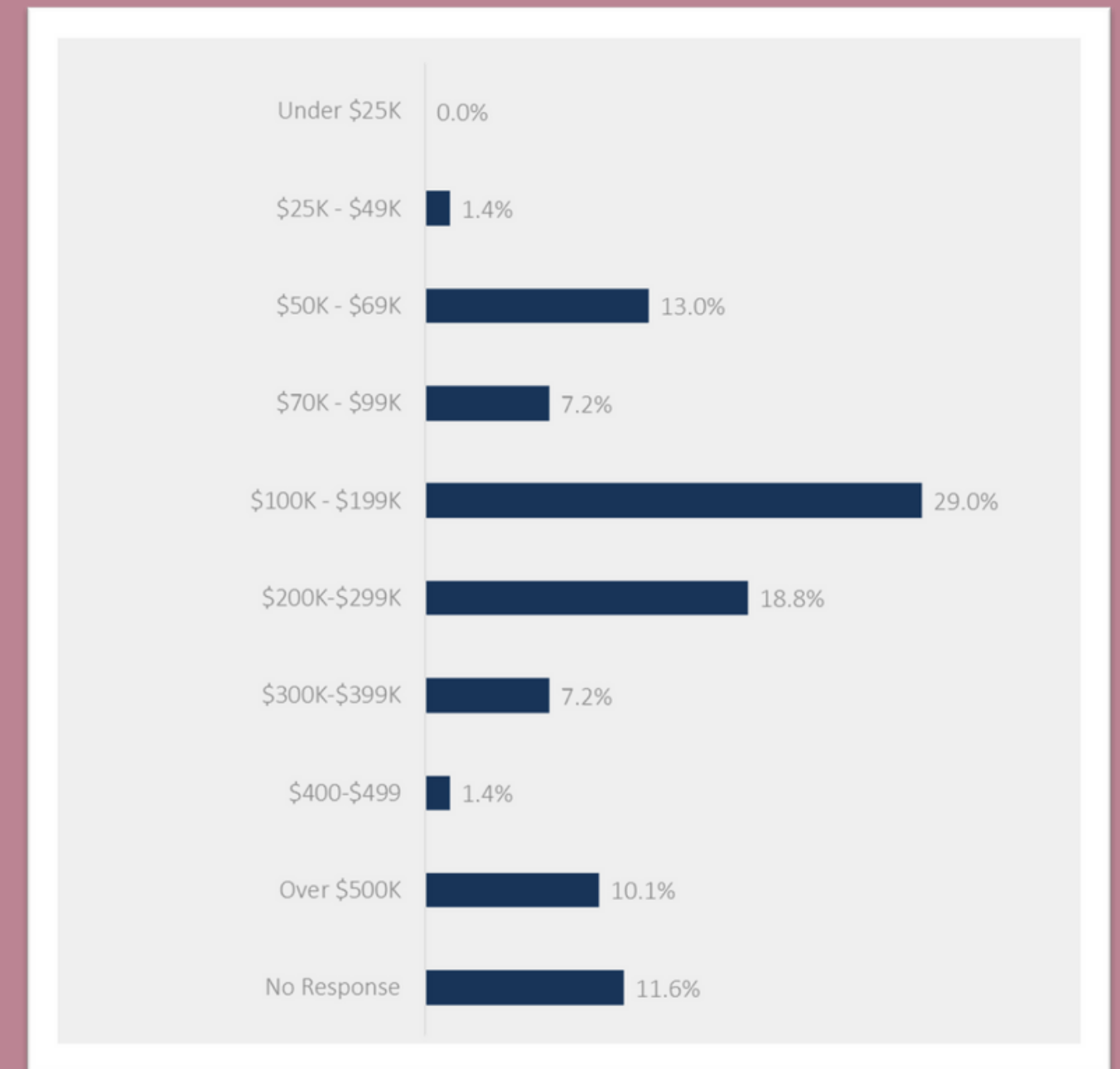


Female:
51.5%
Male:
48.5%

AGE



ANNUAL INCOME





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2024 TASTE OF THE NFL SPONSOR OPPORTUNITIES

To support your participation in Taste of the NFL we will work with your team to create

- Customized marketing and communications support
- On-site brand visibility
- Engaging on-site event activation





THE NEED IN LAS VEGAS

All proceeds from Taste of the NFL will benefit **GENYOUth's End Student Hunger** fund which will provide schools nationwide with the resources and equipment needed to help feed food insecure children - especially the 30 million children who depend on school meals for an important part of their daily nutrition.

Nevada students will continue to receive universal free meals at school for the 2023-2024 school year, thanks to a new allotment of federal funds from the American Rescue Funds.



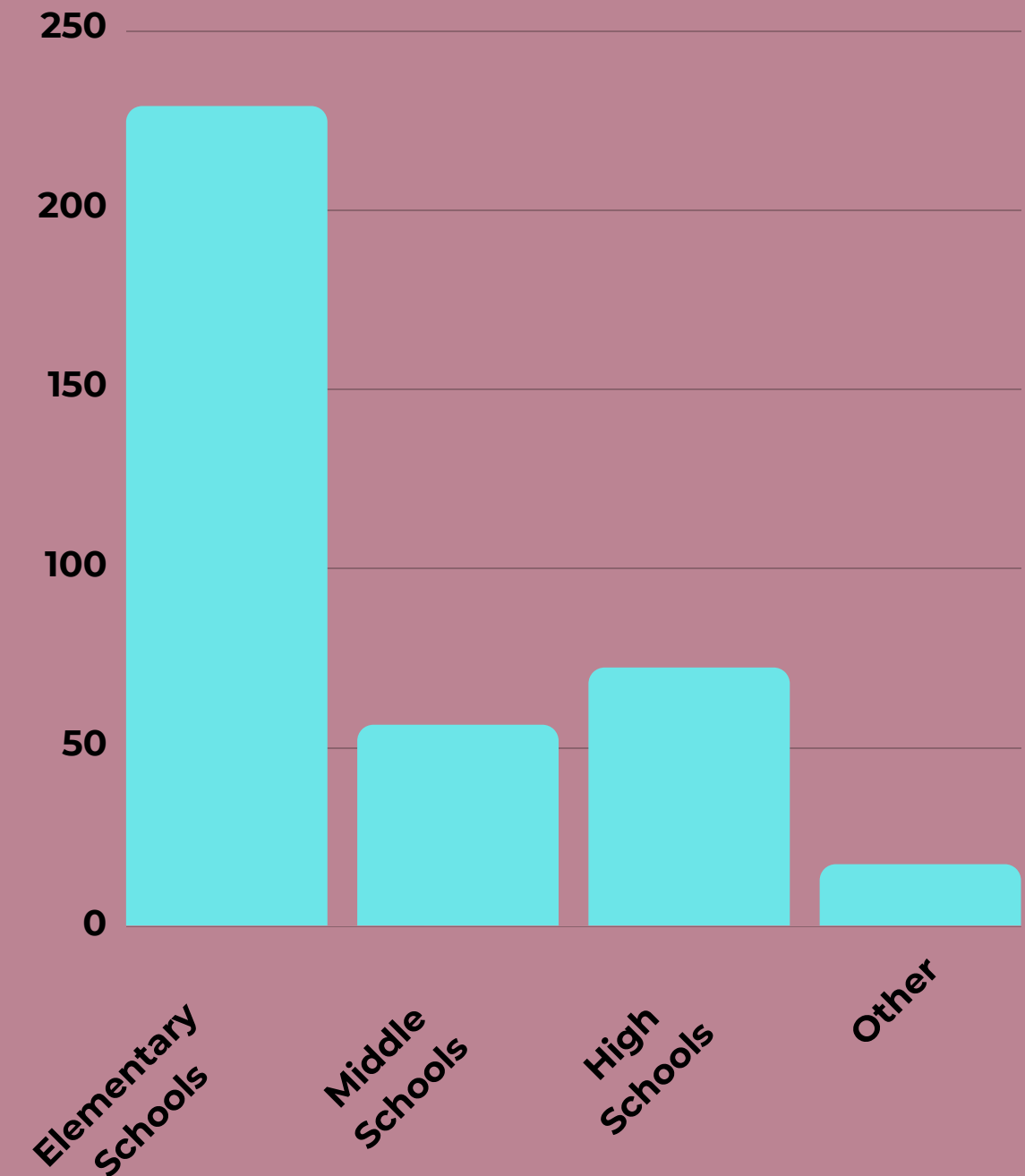
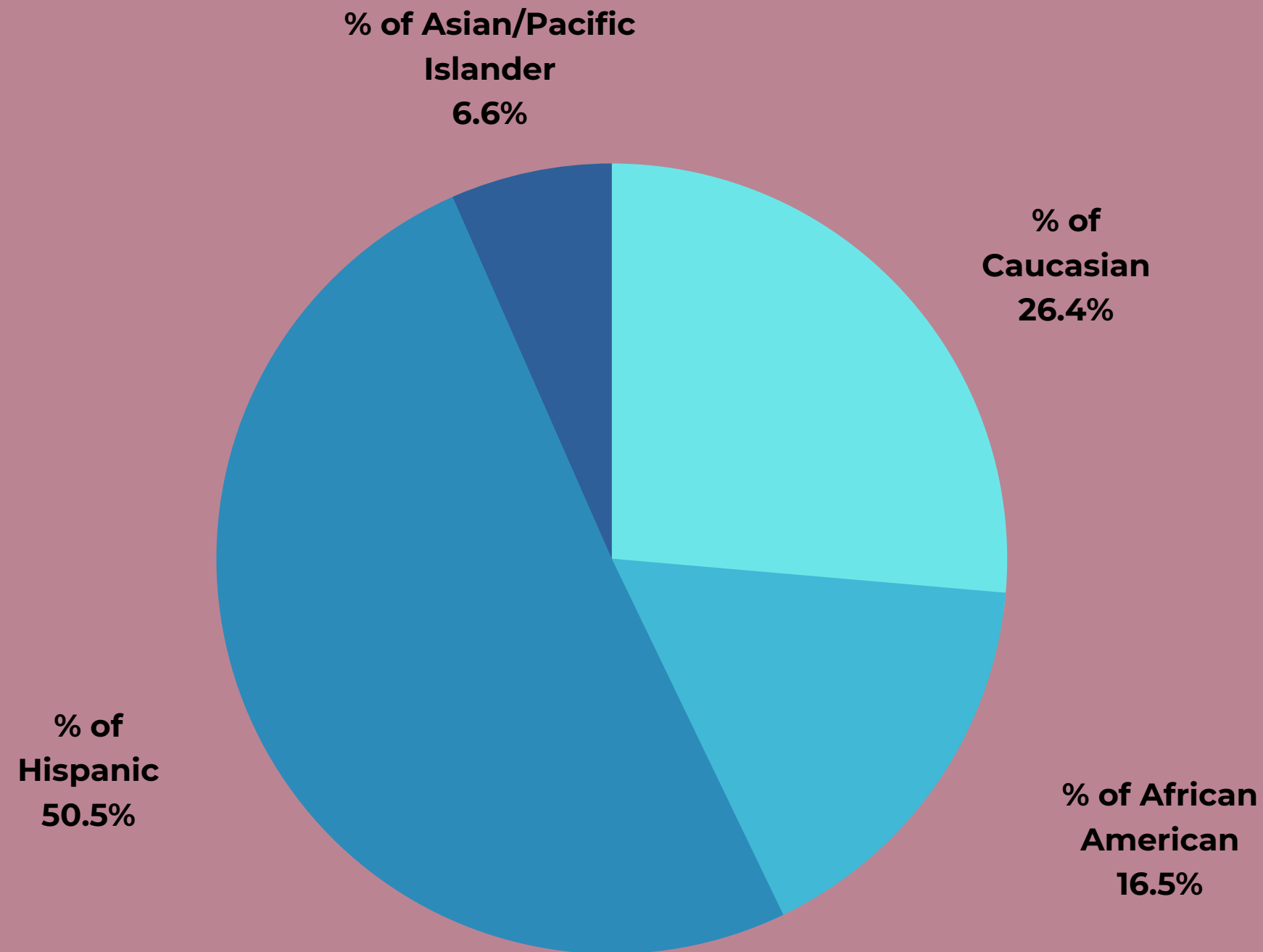
- 17% of children in Nevada live in poverty
- Nevada is ranked 18th out of 51 in national school breakfast participation
- In Nevada, 81% of students qualify for free/reduced meal plans, yet only 60% participate in breakfast

CLARK COUNTY SCHOOL DEMOGRAPHICS

Students Enrollment = 325,622

Students enrolled Free/Reduced Meal -Eligible = 239,907 (74%)

81% of schools (286 schools/325,622 students) are 40% or more F/R Meal Eligible



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ABOUT US

GENYOUTH is a four-star rated, by Charity Navigator, national 501c3 nonprofit whose mission is to create healthier school communities, and our work centers on three key Pillars of Purpose: enhancing nutrition and physical activity in schools, with a priority for low- and moderate-income communities; elevating youth voice as agents of change; and nurturing future readiness. We accomplish this by convening a network of private and public partners to raise funds towards our goal of bolstering healthy, high-achieving students, schools, and communities.



Thank You!



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Development

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