



Food Yoga International

Uniting the World With Pure Food

Sponsorship Packet

Help us unite the world
through the sharing of
plant-based meals

www.ffl.org
USA + 1 202 407-9090

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Food Yoga International
formerly known as Food for Life
Global



Food Yoga International
(formerly known as Food for Life Global) **invites you to join us in working to bring peace and hope through the free and efficient distribution of plant-based meals prepared with love.**



As a corporate sponsor, you will fuel our global network of volunteers, experts in food relief work and education, and inter- and non-governmental organizations across 65 countries that provide access to plant-based foods and education.

As life-threatening natural and manmade disasters prevail, community resilience is alarmingly reduced in many parts of the world. **We provide a truly innovative and sustainable rapid distribution system of free and plant-based food relief to disadvantaged populations.** In doing so, we address the benefits of food as medicine and promote environmental sustainability.

Since 1974, our network of affiliates has served over 8 billion free plant-based meals to malnourished and disaster-ravaged communities through schools, orphanages, shelters, and community centers.

We believe our innovative solution to use food to unite the world directly addresses the root cause of hunger. In addition, the development of organic farming, animal welfare, and other disaster response activities support the growing needs of our planet.

Over 8 billion
plant-based
meals served
to date

50¢ cost on
average
per meal.

250 projects
in 65
countries.

Over 1 million
meals served
daily

Project Highlights

ALIMENTOS PARA LA VIDA ARGENTINA

Over 3,000 meals are distributed daily, focusing on areas of high poverty. Priority is given to distributing to orphaned children and underserved families. This project works hand in hand with other organizations that provide medical support to these children.

FOOD FOR ALL UK

This project is one of the oldest FFL programs, distributing over 2,000 meals a day in England. They hold The Queen's Award for Voluntary Service 2021 This award recognizes their contribution to supporting thousands of vulnerable people during the Covid lockdown. Outside of London, Food For All UK also delivers when disaster strikes, with ongoing projects in the Ukraine and other areas.

FOOD FOR LIFE NEPAL

Food for Life Nepal's program is based on the belief that one nutritious meal, prepared with compassion and love in the way a mother would prepare a meal for her child, brings thousands of children to school daily. Food for Life Nepal's program is based on the belief that one nutritious meal, prepared with compassion and love in the way a mother would prepare a meal for her child, brings thousands of children to school daily.



Sponsorship Opportunities

By becoming a corporate sponsor of Food Yoga International, your company can help us to continue and expand our vital work, reaching even more people in need.

Bronze Level Sponsor

\$2,500

- Logo recognition on Corporate Sponsorship page of the highly-trafficked Food Yoga International website
- Logo recognition in our bi-weekly newsletter (reach of 6,000 subscribers)
- Blog & social media post highlighting sponsor

Silver Level Sponsor

\$5,000

- Logo recognition on Corporate Sponsorship page of the highly-trafficked Food Yoga International website
- Logo recognition in our bi-weekly newsletter (reach of 6,000 subscribers))
- Blog & social media post highlighting sponsor
- Credit on video of sponsored project if applicable
- Recognition by name at public presentations by Director

Gold Level Sponsor

\$15,000

- Logo recognition on the home page of the website
- Logo recognition and company highlight in our bi-weekly newsletter (reach of 6,000 subscribers)
- Blog & social media posts highlighting sponsor
- Credit on video of sponsored project if applicable
- Recognition by name at public presentations by the Director
- Joint press release

Platinum Level Sponsor

\$25,000

- Logo recognition on the home page of the website
- Logo recognition and company highlight in our bi-weekly newsletter (reach of 6,000 subscribers)
- Logo recognition on volunteer aprons of sponsored programs if applicable
- Blog & social media posts highlighting sponsor
- Credit on video of sponsored project if applicable
- Recognition by name at public presentations by the Director
- Joint press release

Champion Level Sponsor

\$250,000

- A custom-designed and corporate-branded, eco-friendly emergency food relief truck managed and operated by Food Yoga International + all of the benefits of previous levels.

Why the Name Change?

We are transitioning our brand “**Food for Life Global**” to **Food Yoga International** to reflect better our **innovative approach to creating a healthier and happier world**. Food Yoga International is not just a new name; it's a renewed commitment to using the **power of plant-based meals** to nourish the body, mind, and consciousness of the people we help worldwide. This change reflects our dedication to **creating a more compassionate and united world** through the universal language of pure food prepared with loving intention.



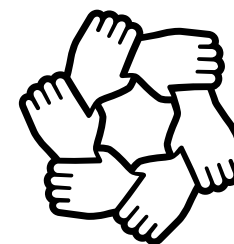
Avoids Brand Ambiguity

To set our work apart from the other companies, projects, services, and products that also use the name “Food for Life,” **resulting in a brand dilution**. Many people have heard of Food for Life, but Food Yoga embodies our holistic approach.



Non-Sectarian

We want to **distance ourselves from the fundamental religious roots** that inspired Food for Life while not losing sight of our spiritual purpose. Furthermore, many Food for Life charity projects do not adhere to our **strict plant-based** food standards.



Food Philosophy

Our unique solution to world hunger is now **front and center of the new brand**. We believe strongly in the power of food to **unite the world** and thus directly address disunity as the root cause of hunger and other social ailments. A united world is a peaceful and prosperous one.

Our Vision is Guided by Our Values

Food Yoga International's mission flows from its core values of charity and respect for all living things. Our affiliate projects span the globe. While they each focus on local aims and objectives unique to every project, they are all driven by these principles.



Welfare

Provide pure plant-based meals to anyone who is disadvantaged, malnourished, a victim of disaster.



Hospitality

Promote a culture of spiritual hospitality, teaching through example that spiritual equality exists among all beings.



Non-Violence

Reduce the number of animals slaughtered for food by giving as many people as possible the higher taste of plant-based meals made with love.



Health

Teach the value of plant-based meals for improving the health of body and mind.



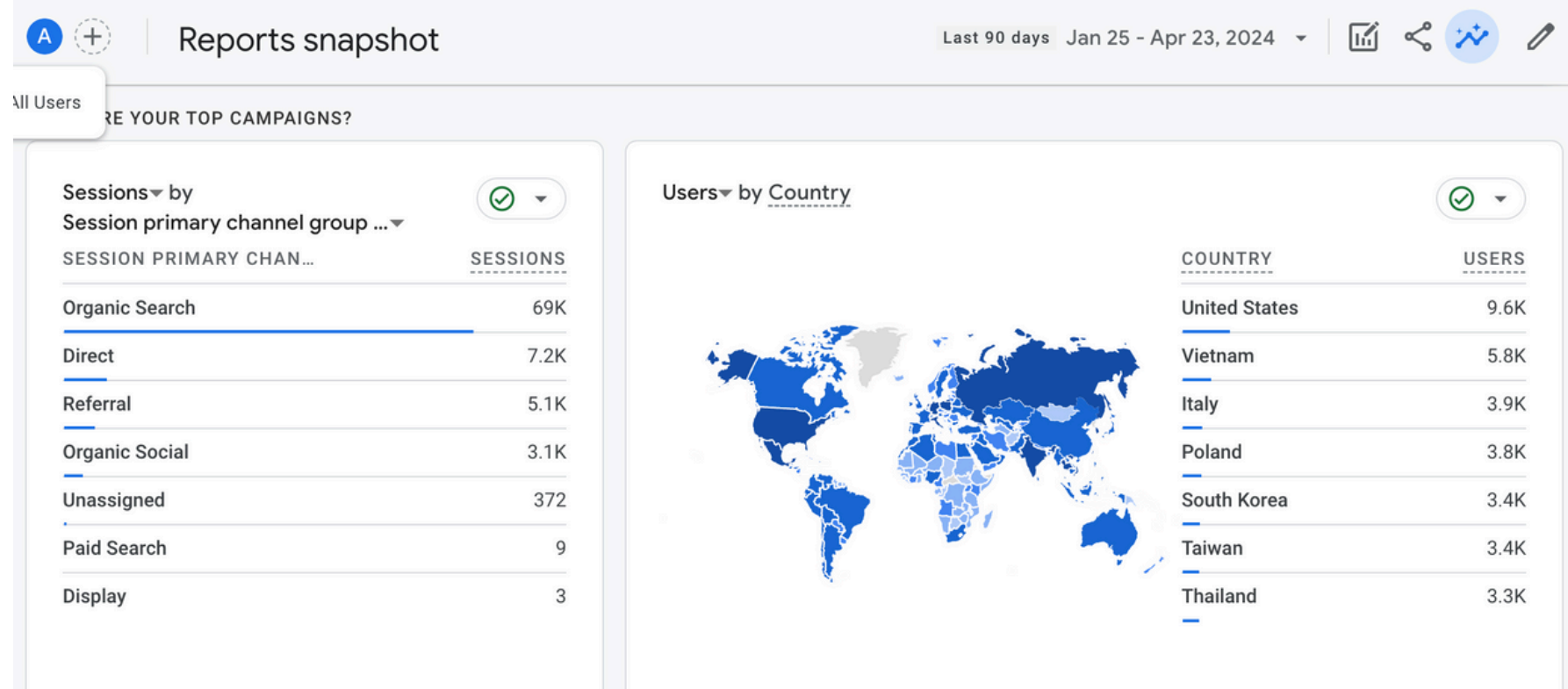
Education

Educate others on the art and science of food yoga as an integral part of consciousness development.



Animal Advocacy

Support animal rescue projects as a way to demonstrate the equality of all life through direct experience.



*All of our corporate sponsors are recognized through branding and communications across all Food Yoga International marketing and promotional channels. Our website receives an average of **30,500 page views per month**, with 17% of traffic from the United States. The largest age group are 18-34 year old females at 54% of visitors, compared to males (46%).

President

Paul Rodney Turner

Vice President

Juliana Castaneda

Board of Directors

Paul Rodney Turner

Juliana Castaneda

Luz Castaneda Rodriguez

Jordie Ruggles

Rupal Mehta



For questions about corporate sponsorships, please contact us at contact@ffl.org

The Benefits of Sponsoring a Non-Profit

Sponsorships can be tax-deductible if they meet certain IRS criteria. To be deductible, the sponsorship must serve a business purpose, **such as advertising, rather than just goodwill**. The IRS distinguishes between charitable donations and sponsorships based on the benefits received by the sponsor.

If a business receives significant benefits in return, such as advertising or event access, the value of these benefits must be deducted from the sponsorship amount to determine the tax-deductible portion. For example, a \$10,000 sponsorship with \$2,000 in benefits results in an \$8,000 deduction.

In-kind donations, like goods or services, follow similar rules. Businesses can deduct the fair market value of the donated items or services, less any benefits received.

Proper documentation and clear communication are essential for compliance and maximizing the benefits of sponsorships.

Sponsorships can enhance brand visibility!



Thank
you!

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