



Dream Week 2025 – September 22-28

Meal Matching Corporate Sponsorship Packet

About Charlotte Mecklenburg Dream Center

The Charlotte Mecklenburg Dream Center is the nonprofit arm of Noble Food & Pursuits. The Dream Center is dedicated to transforming lives through the power of the Gospel. Our mission is to uplift lives through hope, empowerment, and opportunity. Funds raised will directly support programs that address homelessness, youth mentorship, and food insecurity.

Event Overview

Dream Week 2025 is a transformative charity event benefiting the Charlotte Mecklenburg Dream Center. This year the Dream Center has partnered with the other Noble Food & Pursuits entities to raise awareness and funds. This week-long celebration is aimed at supporting underserved populations in Charlotte, NC. The “Menu Matching” sponsorship is meant to be a fun way for business to help raise awareness and funds for the Dream Center.

How Does Menu Matching Work

1. Sponsor chooses a menu item from one of NF&P restaurants. (see the family of restaurants below). Examples are Bossy Beaut chicken sandwich. Or Coconut Cake at Roosters. Or the Brisket Sandwich at Noble Smoke. Or the Jimmy Chopped Salad at The Jimmy.
2. Sponsor chooses the day(s) of the week they wish to match the sale goal of items sold that day. If the goal is to sale 200 Beaut sandwiches, then at the end of the day we announce if we met that goal. If the goal is met, the Sponsor would match with their financial sponsorship to the Charlotte Mecklenburg Dream Center. If the goal is not met, the sponsor has the option to donate or not.
3. The NF&P marketing team will be promoting Menu Matching every day on all social media channels. The Sponsor can come up with their own concept to help promote. “Buy your BOSSy a Beaut and transform a life.”
4. At the end of the campaign, we will be hosting a special event for all donors and sponsors.

Audience & Reach

Expected Attendance: 1,000+ participants throughout the week

Target Audience: Corporate leaders, philanthropists, community advocates, and families

Marketing Channels: Social media, local news outlets, email campaigns, and community partnerships

Each sponsorship level corresponds to the number of menu items sponsored per day:

- The Foodie – \$5,000: One menu item for one day: Sponsors one menu item for one day
- The Gourmet –\$10,000: Sponsors two menu items for one day or one menu item for two days
- The Feast – \$15,000: Three items for one day or one item for three days: Sponsors three menu items for one day or one menu item for three days
- The Banquet – \$25,000: Five or more items for one day or one item for five or more days: Sponsors five or more menu items for one day or one menu item for five or more days

Sponsorship Levels

We offer tiered sponsorship opportunities to maximize your brand visibility and community impact:

- Dream Builder – The Banquet – Five or more items for one day or one item for five or more days
 - Premier logo placement on all event materials
 - Speaking opportunity during the week
 - Complimentary lunch for 10 guests
 - Social media and press recognition
- Visionary – The Feast – Three items for one day or one item for three days+
 - Logo on event signage and website
 - Complimentary lunch for 6 guests
 - Social media recognition
- Advocate –The Gourmet – Two items for one day or one item for two days+
 - Logo on select event materials
 - Complimentary lunch for 4 guests
 - Mention in press release

- Supporter – The Foodie – One menu item for one day+
- Logo on event website
- Complimentary lunch for 2 guests
- Recognition in event program

To become a Sponsor

Please contact:

Sharon Bremer

Email: sharon@cltdc.org

Phone: 919-607-1693

Sponsorship deadline: September 14, 2025

Payment options: Check, Credit Card, Online Transfer