

CHAMPION

BENEFITS

\$10,000



TACO PARTY PARTNER

- Name on the TBF Champions page on the TBF website
- Name in annual Press Release
- Name in the TBF Annual Report
- Employee volunteer opportunities with local grant partners
- Recognition at FRANMAC Convention Vendor Expo
- Recognition at spring fundraising event during Owner's Forum

\$25,000



BURRITO PARTY PARTNER

- Name/logo displayed on the TBF Champions page on the TBF website
- Name in annual Press Release
- Name/logo in the TBF Annual Report
- Employee volunteer opportunities with local grant partners
- Recognition at FRANMAC Convention Vendor Expo
- Opportunity for employees to participate in TBF's summer programming
- Recognition at TBF's premier fundraising event during FRANMAC Convention
- Recognition at spring fundraising event during Owner's Forum

\$50,000



SUPREME TACO PARTY PARTNER

- Name/logo prominently displayed on the TBF Champions page on the TBF website
- Name in annual Press Release
- Name/logo prominently displayed in the TBF Annual Report
- Employee volunteer opportunities with local grant partners
- Recognition at FRANMAC Convention Vendor Expo
- Opportunity for employees to participate in TBF's summer programming or mentorship program
- Recognition at TBF's premier fundraising event during FRANMAC Convention
- Recognition at spring fundraising event during Owner's Forum
- Exclusive invitation to the VIP Pre-Event Cocktail Reception at FRANMAC Convention
- Opportunity to support TBF scholarships and community partners

\$100,000



CRAVINGS PARTNER

- We'll help you create a customized engagement plan that meets your company's needs. Contact us for more information.

The **TBF Champions** program is comprised of socially conscious businesses that invest in the Taco Bell Foundation's mission to break down barriers to educate and inspire the next generation of leaders through scholarships, mentorship, community support and experiences.

LIVE MÁS SCHOLARSHIP

Since the Live Más Scholarship program's inception in 2016, more than **50,000 students** have applied and more than **1,500 students** have received scholarships. This program helps young people pursue their passion and achieve their dreams through educational funding, exclusive networking opportunities, and innovative programming that supports students through school and beyond.

In 2021, **725 Live Más Scholarship** recipients were chosen out of nearly **10,000** applicants. We need your support to scale our impact to continue to expand student access to education. With your help, we know we can impact more lives.

COMMUNITY GRANTS

Through the Community Grants Program, the Foundation supports the work of incredible organizations breaking down barriers to education for youth. The nonprofits we support focus primarily on youth academic success, mentorship, college and career exploration and readiness, financial literacy, entrepreneurship, 21st century skills, and socio-emotional well-being through their mission and/or programming.

In 2021, the Taco Bell Foundation awarded **\$10 million** to nearly **400 grantees** serving more than **675,000 students** nationwide.

WHY SUPPORT

Become a TBF Champion and make a difference in the lives of thousands of young people while bringing employee engagement and alignment as a socially-conscious company to your brand.

Studies on volunteering and the workplace show that **45%** of men and **63%** of women are influenced by a company's involvement in charitable causes when deciding to accept an offer.

Giving back to your community will help you build stronger relationships with your existing customers and gain new ones.

FOR MORE INFORMATION ON
BECOMING A TBF CHAMPION:
CONTACT MORGAN.TABOR@YUM.COM

