



# CHAMPION

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.

## 2023 BENEFITS

\$10,000



### TACO PARTY PARTNER

- Name on TBF Champions page on [tacobellfoundation.org](http://tacobellfoundation.org)
- Name in annual Press Release
- Name in the Taco Bell Foundation Annual Report
- Access to TBF Champion Digital Badge
- Employee volunteer opportunity with local Taco Bell Foundation grantees, as available
- Opportunity for employees to virtually volunteer with the Live Más Scholarship community
- Invitation for employees to volunteer with youth in the Ambition Accelerator Program (TBD based on program development)
- Recognition at Taco Bell Foundation's premier fundraising event during FRANMAC Convention
- Recognition at Owner's Forum Golf Tournament

\$50,000



### SUPREME TACO PARTY PARTNER

- Name / logo prominently displayed on TBF Champions page on [tacobellfoundation.org](http://tacobellfoundation.org)
- Name in annual Press Release
- Name / logo prominently displayed in the Taco Bell Foundation Annual Report
- Access to TBF Champion Digital Badge
- Access to TBF Champion Co-Branded Zoom Background
- Employee volunteer opportunities with local Taco Bell Foundation grantees, as available
- Invitation for 3-5 employees to volunteer with youth in the Live Más Scholarship program
- Invitation for employees to volunteer with youth in the Ambition Accelerator Program (TBD based on program development)
- Recognition at TBF's premier fundraising event during FRANMAC Convention and specialty recognition signage at FRANMAC Vendor Expo
- Recognition at Owner's Forum Golf Tournament
- Exclusive invitation to the VIP Pre-Event Cocktail Reception at FRANMAC Convention\*
- Exclusive invitation to attend Top Donor Event

\$25,000



### BURRITO PARTY PARTNER

- Name / logo displayed on TBF Champions page on [tacobellfoundation.org](http://tacobellfoundation.org)
- Name in annual Press Release
- Name / logo in the Taco Bell Foundation Annual Report
- Access to TBF Champion Digital Badge
- Employee volunteer opportunities with local Taco Bell Foundation grantees, as available
- Invitation for 2-4 employees to volunteer with youth in the Live Más Scholarship program
- Invitation for employees to volunteer with youth in the Ambition Accelerator Program (TBD based on program development)
- Recognition at Taco Bell Foundation's premier fundraising event during FRANMAC Convention and specialty recognition signage at FRANMAC Vendor Expo
- Recognition at Owner's Forum Golf Tournament
- Exclusive invitation to attend Top Donor Event

\$100,000



### CRAVINGS PARTNER

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

\*Must be an official participating supplier of Taco Bell or the Taco Bell Foundation. Booth or sponsorship purchase are required to attend FRANMAC

## 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.

## 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.

In 2022, Taco Bell Foundation awarded more than \$8 million in scholarships to educate and inspire 772 passionate students. This program helps young people pursue their passions and achieve their dreams through educational funding, exclusive networking opportunities, and innovative programming that supports students through school and beyond.

We need your support to scale our impact to continue to expand student access to education. With your help, we know we can impact even more lives.

## COMMUNITY GRANTS

Through the Community Grants Program, the Taco Bell Foundation supports the work of incredible nonprofit organizations breaking down barriers to education for youth. National partners include Boys & Girls Club of America, City Year, College Advising Corps and Junior Achievement.

In 2022, the Taco Bell Foundation awarded more than \$7 million in Community Grants to 400 youth-serving charities across the country.

## AMBITION ACCELERATOR

In 2022, the Taco Bell Foundation teamed up with Ashoka to advance young innovators social ideas through the Ambition Accelerator Summit. 50 young people participated in an immersive three-days experience and pitch competition in Irvine, CA with the top changemaker receiving \$25,000 to fund their project focused on reducing youth recidivism in Cook County. In total, \$201,000 in seed funding was provided to 220 young changemakers.

CONTACT [BRITTANY.BACHMANN@YUM.COM](mailto:BRITTANY.BACHMANN@YUM.COM) FOR MORE INFORMATION ON BECOMING A TBF CHAMPION