

Ye Olde A Tasteful Affaire 24
Sunday, April 15, 2012
Sponsorship Opportunities and Benefits



A *Tasteful Affair 24* will celebrate Food Outreach's service in the community and tradition of never turning anyone away from our doors. We hope you will join us, along with 1,500 of our closest friends, at one of the greatest fundraisers of the year in St. Louis!

All Sponsors Receive:

- Recognition at sponsorship level on all invitations sent locally and nationally to corporate, foundation and individual donors. (Database has over 11,000 constituents.)
- Recognition at sponsorship level on event signage.
- Recognition at sponsorship level for an entire year on Food Outreach's web site www.foodoutreach.org.
- Recognition at sponsorship level in the program book distributed to an anticipated 1,500 attendees.
- Recognition in the Food Outreach Summer 2012 newsletter sent to 11,000 constituents.
- Recognition at sponsorship level in mass e-mails sent leading up to and following the event.
- **Satisfaction in knowing you are helping Food Outreach's clients manage their diseases.**

In Addition, Each Level Receives:

Naming Sponsor:

\$30,000

- Logo and name identified as Naming Sponsor on all invitations sent locally and nationally to corporate, foundation and individual donors (Database has over 11,000 constituents.)
- Identified as Naming Sponsor in all press releases and mass communication efforts.
- Banner prominently displayed in the Khorassan Room of the Chase Park Plaza and on signage at the event.
- Logo and name identified as Naming Sponsor on front of program book distributed to 1,500 attendees.
- Full-page advertisement on the first page of the program book.
- 20 complimentary Preview Party tickets to *A Tasteful Affair 24* on Sunday, April 15, 2012 - valued at \$150 each.
- Your organization's profile in the Food Outreach Fall 2012 newsletter sent to 11,000 constituents.
- Special Recognition Lunch at Food Outreach with Clients, Staff, and possibly Board attending.
- VIP Passes to attend all events sponsored by Food Outreach in 2012.

Platinum Sponsor:

\$20,000

- Logo and name identified as Platinum Sponsor on front of program book distributed to 1,500 attendees.
- Corporate banner prominently displayed in the Khorassan Room of the Chase Park Plaza and logo on signage at the event.
- Video recognition in edited piece which will be broadcast continuously during the event.
- Company identified as Platinum Sponsor in all press releases and mass communication efforts.
- Full-page advertisement prominently placed in program book.
- 12 complimentary VIP tickets to *A Tasteful Affair 24* on Sunday, April 15, 2012 - valued at \$150 each.

Gold Sponsor:

\$10,000

- Logo and name identified as Gold Sponsor in the program book distributed to 1,500 attendees.
- Logo included on event signage.
- Company identified as Gold Sponsor in all press releases and mass communication efforts.
- Full-page advertisement in program book.
- 8 complimentary VIP tickets to *A Tasteful Affair 24* on Sunday, April 15, 2012 - valued at \$150 each.

Silver Sponsor:

\$5,000

- Half-page advertisement in program book.
- Company identified as Silver Sponsor in all press releases and mass communication efforts.
- 6 complimentary VIP tickets to *A Tasteful Affair 24* on Sunday, April 15, 2012 - valued at \$150 each.

Bronze Sponsor:

\$3,000

- Quarter-page advertisement in program book.
- 4 complimentary VIP tickets to *A Tasteful Affair 24* on Sunday, April 15, 2012 - valued at \$150 each.

Copper Sponsor:

\$2,000

- Business-card sized advertisement in program book.
- 2 complimentary VIP tickets to *A Tasteful Affair 24* on Sunday, April 15, 2012 - valued at \$150 each.

Please contact Becky Reichardt at 314.652.3663 ext. 117 or via email at becky@foodoutreach.org to discuss opportunities to sponsor *A Tasteful Affair 24*

FOOD OUTREACH, INC.
Ye Olde A Tasteful Affaire 24
SPONSORSHIP RESPONSE SHEET

From: Greg Lukeman
Executive Director
Food Outreach, Inc.
3117 Olive Street
St. Louis, MO 63103
PH: 314.652.FOOD (3663) ext. 115
FX: 314.652.3673

We understand the need for you to fully examine this proposal and the benefits of *A Tasteful Affaire 24 sponsorship*. However, we would appreciate a response from you by **Friday, February 10, 2012**. If we can answer any questions or provide any additional information, please feel free to contact me.

Thank you very much for your belief in Food Outreach and its mission.

Proposal accepted:
Sponsorship fee: \$_____

Company Name (as you would like it to appear in print)

Date

Company Representative

Telephone

Email

Food Outreach, Inc. Representative

Date

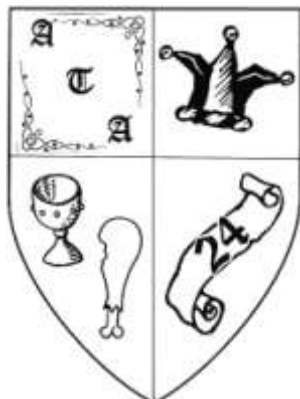
Anticipated Date of Payment of Sponsorship

****ALL GRAPHIC MATERIALS (ADS, LOGOS, ETC.) ASSOCIATED WITH SPONSOR PLACEMENTS ARE DUE TO BECKY REICHARDT AT FOOD OUTREACH BY TUESDAY, FEBRUARY 28.**

Please send high-resolution PDF or JPEG images to becky@foodoutreach.org**

The federal tax number of FOOD OUTREACH is 43-1492878.

Ye Olde A Tasteful Affaire 24 Fact Sheet:



<u>Date of Event:</u>	Sunday, April 15, 2012
<u>Time:</u>	2PM to 5 PM
<u>Location:</u>	The Khorassan Ballroom Chase Park Plaza - St. Louis
<u>Ticket Price:</u>	VIP - \$150 Main Event - \$50 Advance/\$65 Door

VIP: Designated VIP lounge features one-of-a-kind auction items, entertainment, complimentary cocktails and unique food samples

Main Event: Features interactive games, hundreds of auction items, dozens of food stations and entertainment

Anticipated Attendance: 1,500

Silent & Live Auction Items: Hundreds

Restaurants & Caterers: 25+

Live Cooking Stations: 16

Net Event Goal: \$250,000

Food Outreach At A Glance:

MISSION: TO PROVIDE NUTRITIONAL SUPPORT AND ENHANCE THE QUALITY OF LIFE OF MEN, WOMEN, AND CHILDREN LIVING WITH HIV/AIDS OR CANCER.

Did You Know That Food Outreach:

- Served more people in 2011 than in the organization's history?
- Is on pace to provide 500,000+ meals again in 2012?
- Administers several programs including: an Integrated Frozen Prepared Meals and Grocery program, nutritional counseling, cooking and nutrition education classes, and meal home delivery?
- Provides individualized nutrition counseling for clients battling life threatening illnesses?
- Hosts a three-course congregate lunch each Monday for our clients?
- Spends \$632,510 annually on food and nutritional supplements?
- Has 600+ volunteers (some are clients) who log 23,000 hours each year?
- Serves clients ranging in age from 6 years old to 90+?
- Was one of only 22 agencies, nationwide, to receive the Victory Against Hunger Award, coordinated through the Congressional Hunger Center?
- Has never had a waiting list and never turned away a client from our doors?



Food Outreach Through The Years:

Food Outreach is currently celebrating its 24th year of helping those in need, and although a lot has changed since the first meal was served in 1988, the mission remains the same. Below are some of the landmark events that have defined the Food Outreach organization.

- ❖ 1988 – Food Outreach (FO) starts with a group of caring people cooking meals in a church kitchen for seven of their friends living with HIV/AIDS.
- ❖ 1996 – FO opens a satellite grocery offering a variety of staple items to a client list that has grown well into the hundreds.
- ❖ 1997 – FO hires its first full-time Dietitian.
- ❖ 1999 – FO prepared meal and grocery programs are consolidated to one 10,000 square foot facility in midtown St. Louis – complete with an industrial quality kitchen and grocery center – providing a convenient one-stop service center.
- ❖ 2000 – FO starts a congregate Monday Hot Lunch that is open to clients and a family member, caregiver or friend, to enjoy a 3-course meal served restaurant-style.
- ❖ 2002 – FO implements a Van Delivery Program (initially funded from Altria) to provide healthy meals to clients too sick to visit us.
- ❖ 2003 – FO partners with two Illinois AIDS Service Organizations to provide groceries and scratch-made frozen meals.
- ❖ 2005 – FO enters into a pilot program with The Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine to provide our services to people undergoing cancer treatment.
- ❖ 2006 – The FO Board unanimously votes to officially expand our mission to provide services to low-income cancer patients undergoing treatment throughout the greater St. Louis area. The need for the expansion is immediately evident – the number of cancer clients nearly triples in this first year.
- ❖ 2007 – FO Van Delivery Program is active three days every two weeks and includes a growing number of rural deliveries, serving 1,427 clients who reside in 137 Missouri and Illinois zip codes.
- ❖ 2008 – FO celebrates its 20th anniversary and provides more than 370,000 meals to those in need. Clients, whose ages range from 4-94, rely on our specialized services to help them maximize the benefits of proper nutrition.
- ❖ 2009 – FO forms a strategic partnership with Schnucks Specialty Pharmacy, which has a pharmacist on-site every week to help clients maximize the effectiveness of their medications.
- ❖ 2010 – FO averages 1,400 meals per day for clients in need.
- ❖ 2011 – FO serves a record 1,900+ clients.
- ❖ 2012 – FO is on pace to provide 500,000+ meals, a level of need never experienced before.

HEAR YE HEAR YE:

Ye Olde A Tasteful Affaire 24

DATE

Sunday, April 15

TIME

2pm to 5pm

PLACE

*Chase Park Plaza,
Khorassan Ballroom*

