

THE PARTNERSHIP presents
**ALL★STAR
TASTING**
WEDNESDAY, MAY 31, 2017

Riverpark
A TOM COLICCHIO RESTAURANT

SPONSORSHIP PACKAGE

All-Star Tasting – Event Fact Sheet



On **May 31st, 2017**, more than 250 guests will come together for a fun, interactive tasting event

Who:

- 250 guests, including New York “foodies”, sports enthusiasts, sports and culinary industry executives, and corporate partners including professionals from banking, law, and media

What:

- All-Star Chefs + All-Star Athletes = All-Star Evening!
- Private VIP pre-event reception and live cooking “demo” with celebrity chef
- Celebrity chefs and restaurants prepare samples of their signature dishes that are sampled by guests during the event
- Fan-favorite athletes and other sporting figures, from a variety of New York-based teams attend the event to mingle with guests and participate in fun chef-athlete food competitions
- Silent – but lively – auction with unique items
- Live entertainment

When:

- Wednesday, May 31, 2017
 - 6:30 pm – 7:30 pm: VIP Pre-Event Reception with live demonstration by celebrity Chef
 - 7:00 pm: Main Event - All-Star Tasting, Auction, Raffle & Entertainment

Where:

- Riverpark – A Tom Colicchio Restaurant www.riverparknyc.com
450 E 29th Street, NYC

2017 All-Star Sponsorship Levels

The Partnership for Drug-Free Kids invites you to participate as a Sponsor at the All-Star Tasting to get in front of over 200 influential individuals and athletes and make a difference in the lives of families.

Sponsorship opportunities can be customized.

Exclusive “All-Star” Sponsor - \$30,000

Exclusive opportunity; only one title sponsor for this event

- Title recognition as All-Star Tasting presented by “**Company**”
- Exclusive opportunity for a sponsor-branded activation during event (details to be agreed upon with the Partnership)
- Senior leader from Title company is recognized on stage by the Partnership CEO
- Member of Title company is invited to participate in the VIP tasting and paired up with one of the executive chefs at a tasting station for the main event
- Lead logo placement on All-Star digital and print collateral including:
 - All-Star and Drugfree.org websites, with link to company website
 - Electronic invitation
 - Pre and post-event publicity
 - Day-of-event signs and announcements
 - Event Step & Repeat for photos with celebrities
 - Feature on the Partnership’s social media channels
- Five (5) VIP tickets to the event, which includes an exclusive pre-event reception with the All-Star Chefs and Athletes
- Ten (10) tickets to the All-Star Tasting main event
- Title sponsor has opportunity to distribute promotional item of your choice to 250 guests at the event
- Opportunity to include item(s) in the silent auction

“Super Star” Sponsor - \$15,000

- Logo placement on All-Star website, with link to company website
- Logo placement on pre and post-event publicity
- Logo placement on electronic invitation
- Logo placement on day-of-event signs and announcements
- Member of company is invited to participate with one of the executive chefs at a tasting station and be an interactive part of the cooking demonstration (optional)
- Spotlight across the Partnership’s social channels
- Four (4) VIP tickets to the event, which includes an exclusive pre-event reception with the All-Star Chefs and Athletes
- Five (5) tickets to the All-Star Tasting main event
- Opportunity to include item(s) in the silent auction

“Gold Star” Sponsor - \$7,500

- Logo placement on All-Star website, with link to your company website
- Logo placement on electronic invitation
- Logo placement on day-of-event signs and announcements
- Spotlight across the Partnership’s social channels
- Five (5) tickets to the All-Star Tasting
- Opportunity to include item(s) in the silent auction

2017 Signature Opportunities

VIP Reception Sponsor (Exclusive Opportunity) - \$20,000

The VIP reception is an intimate pre-event opportunity for a limited number of guests to participate in a live cooking demonstration with an executive chef in the exclusive Little River space at Riverpark. This sponsorship allows one company to have exclusive engagement with our VIP Chef and 50 VIP guests.

- VIP event branded with company logo
- Branded signage welcoming VIP guests to the reception
- Photo opportunity with celebrity chef and celebrity All-Star athletes
- Company recognition from the Partnership CEO at VIP Reception
- Four (4) tickets to VIP Reception
- Six (6) tickets to All-Star Tasting main event
- Company logo on electronic invitation
- Logo placement on All-Star website, with link to your company website
- Company recognition on the Partnership social media channels and drugfree.org news blog
- Opportunity to distribute a branded item or “swag” bag at reception to 50 guests

“Chef-Athlete Challenge” Sponsor - \$7,500

This is a branded activity that engages guests and highlights the fan-favorite athletes and chefs in a friendly culinary competition.

- Logo on signage at station branding your company as the sponsor
- Logo placement on All-Star website, with link to your company website
- Four (4) Tickets to the main event
- Verbal recognition of sponsorship at the event
- Photos with All-Star Athletes participating in the event activity
- Spotlight across the Partnership’s social channels
- Opportunity for company to provide branded items at station (i.e. napkins, plates, etc.)

Dessert Station Sponsor - \$5,000

- Exclusive dessert station at the event
- Logo on signage at tasting station designating your company as the Dessert Sponsor
- Two (2) Tickets to the main event
- Company listing on All-Star website
- Company mention on event signage

Parting Gift Sponsor - \$5,000

- Exclusivity as the Giveaway Sponsor
- Distribution of giveaway to 250 Guests including VIPs
- Logo on event signage
- Two (2) Tickets to the main event
- Company listing on All-Star website
- Spotlight across the Partnership’s social channels

Tasting Station Sponsor - \$2,500

- Logo on signage at tasting station designating your company as the sponsor of station
- Two (2) Tickets to the main event
- Company listing on All-Star website

Please contact Sarata Kaba, Director of Events and Donor Engagement at sarata_kaba@drugfree.org

or 212.973.3504 to become a 2017 All-Star Tasting Sponsor.