

THE PARTNERSHIP presents
**ALL★STAR
TASTING**
WEDNESDAY, MAY 16, 2018
Riverpark
A TOM COLICCHIO RESTAURANT

On May 16, 2018 the Partnership for Drug-Free Kids will host its 6th annual All-Star Tasting at Tom Colicchio's restaurant Riverpark, where fan-favorite athletes and celebrity chefs come together to make a difference in the lives of the families we serve.

The All-Star Tasting brings together 250 of our closest supporters – professionals, community leaders, corporate executives and partners – to celebrate and raise critical funds to guarantee the Partnership can continue to be a lifeline for families and ensure all parents are prepared to help their loved ones thrive.

Guests enjoy a festive evening of culinary delights served by celebrity chefs and top NYC restaurants, witness fierce competition in the form of an athlete cook-off, and bid on unique auction items while enjoying entertainment. Prior to the main event, an exclusive VIP Reception will be hosted by a celebrity chef and give guests the opportunity to mingle with and watch the Chef in action. Past VIP chefs include: Jesse Schenker, Chef Roblé, Dale Talde, Aáron Sanchez and Johnny Luzzini.

Past Athlete Participants Include: Tony Richardson, Jozy Altidore, Ron Blomberg, Aurelien Collin, Albert King, Essence Carson, Jim Courier, Ken Daneyko, Kiah Stokes, Demario Davis, Darryl "Chocolate Thunder" Dawkins, T.J. Graham, Bill Laimbeer, Omar Minaya, Earl "The Pearl" Monroe, Cappie Pondexter, Geoff Schwartz, Thiago Silva, John Starks and Chris Wingert.

Past Chef and Restaurant Partners Include: Johnny Luzzini, Roble, Alain Allegretti, Josh Capon, Mike Carrino, Circo, Kyung Up Lim, Michael White, Carey Yorio, Clyde Frazier's Wine and Dine, Custom Fuel Pizza & Salads, Davio's, Fascino, Lavazza, Legends at Yankee Stadium, Les Halles, Michael's, The Musket Room, Osteria Morini, Oysters XO, Pig & Prince, macbar, Suzie Cakez, Sons of Essex, Talde, and more!

Past Corporate Sponsors Include: American Express, Madison Square Garden, Delta Air Lines, Horizon Media, MLS, MLB, NBA, NFL, NHL, PepsiCo, Haru Sushi, Pfizer, Brooklyn Sports Entertainment, Dun & Bradstreet, The Connect Group, Scout Sports & Entertainment.

Your support is instrumental to the continued success of the Partnership for Drug-Free Kids. Proceeds from **All-Star Tasting** will benefit our work to empower families with information, support and guidance to get the help their loved one needs and deserves. And advocating for greater understanding and more effective programs to treat the disease of addiction. To learn more, please visit: www.drugfree.org/allstar.



2018 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

2018 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 Kaila Sassano, Vice President of Development at kaila_sassano@drugfree.org or

212.973.3555 for more information and to become an All-Star Tasting sponsor.

