

# *Farm to Table(auX)*

Benefiting CASA - Community Action Stops Abuse

**EAT, DRINK AND BE ARTSY!**

**SATURDAY  
APRIL 28, 2018  
5:30 - 9:30 PM  
THE VINOY**

[FarmToTableaux.com/CASA](http://FarmToTableaux.com/CASA)





EAT, DRINK  
*and Be Artsy!*



## CASA (COMMUNITY ACTION STOPS ABUSE)'s FARM TO TABLE(AUX) EVENT IS COMING!

Farm to Table(aux) is a fundraising event uniting farm-to-table cuisine with the theatrical French concept of Tableaux Vivant. Farm-to-table chefs rely on traditional farmhouse cooking, with its emphasis on freshness, seasonality, local availability, and simple preparations in an artistic way.

Tableaux Vivant, French for living pictures, describes a group of costumed actors or artist's models, representing scenes from literature, art, history, or everyday life on a stage. They are carefully posed and theatrically lit. Tableaux can vary in complexity and size, from theatrical troupes to stylish solos, historical or contemporary, indoors or out.

## Eat Your Art Out!

SATURDAY, April 28, 2018

The Vinoy Renaissance St Petersburg

### GUEST PROFILE

Charity supporters, socially conscious and community- minded

- Creative, outside-the-box thinkers
- Environmentally-conscious
- Enjoy wine and unique cuisine
- On average, guests donate/spend \$200-\$600 per event



## HELP BRING PEACE TO OUR NEIGHBORHOODS

CASA protects thousands of children and adult survivors of domestic violence each year. We help domestic violence survivors escape abusive relationships, attain legal, emotional and economic empowerment, and counter the societal conditions leading to abuse in the first place.

## CASA PROVIDES SAFETY, EMPOWERMENT AND PREVENTION PROGRAMS TO END DOMESTIC VIOLENCE IN OUR COMMUNITY

We offer domestic violence survivors a pathway to safety, hope and healing.

## CORE PROGRAM AREAS

- 24-Hour Hotline
- Confidential Shelter & Non-Residential Programs
- Empowerment-Based Advocacy
- Support Groups
- Help in the Legal System
- Economic Empowerment & Community Referrals
- Childhood “Peacemaker”
- Violence Prevention Program
- Educational Programs for Children & Adults
- CPI Team Support
- Community Education & Corporate Trainings




**GREAT FUTURES START HERE**

[www.casa-stpete.org](http://www.casa-stpete.org)

For more information, contact CASA at (727) 895-4912 or [info@casa-stpete.org](mailto:info@casa-stpete.org)





“ Art is not  
what you see, but  
what you make  
others see. ”

EDGAR DEGAS

## MARKETING STRATEGY

**Printed Save-the-Date:** A postcard formally announcing the event date and theme will be distributed to targeted lists of donors, members, and charity-event supporters. **Expected audience: 5,000+**

**Printed Invitation:** The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters. The invitation will include recognition for select sponsors and event details. **Expected audience: 3,000+**

**Newsletters/E-Promotions:** Will be emailed to the entire network of CASA subscribers. Includes save-the-date, invitation, and various event details and entertainment promotions.

**Webpage:** The Farm to Table(aux) website ([farmtotableaux.com/casa](http://farmtotableaux.com/casa)) will be updated with event and sponsor information and include links to sponsor webpages.

**Social Media:** With an audience of over 3,700 spread across social media outlets, CASA will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

**Program:** Distributed to all attendees at the event, the program includes event details, sponsor recognition, CASA program information, and live and silent auction item descriptions.

**+ MUCH MORE!**



## PRESENTING “PEACE ADVOCATE” SPONSORSHIP \$25,000

*Take flight with us! We are offering an exclusive sponsorship for the presenting rights to Farm to Table(aux).*

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux) Benefiting CASA, Presented by “Your Company Name/Logo Here”).

### Presenting Sponsorship benefits include:

- Welcome remarks from company representative
- Two prominent tables with seating for 16 VIP guests
- Acknowledgement as the exclusive Presenting Sponsor and logo on all print and electronic promotional materials
- Acknowledgement in all press releases associated with the event, e-newsletters and social media
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Opportunity to promote business with booth at event (booth/contents to be approved by CASA)
- One room / 2-night hotel stay
- Full-page advertisement on the inside front cover of the program (artwork provided by sponsor)
- Opportunity to place a premier item in Swag Bags (event-appropriate items only)
- First right of refusal for presenting sponsorship of the 2019 FTT event





## \$10,000 GOLD SPONSOR

- A \$10,000 investment in a safer community
- On-stage verbal recognition and prominent signage at the event
- Full-page ad in program guide
- 1 night hotel stay (one room)
- Opportunity to promote business with product placement at event
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Name-inclusion in the event program and on the invitations when secured 30 days prior to event. Logo featured on screen.
- Prominent table seating for up to 12 VIP guests and swag bags

## \$7,500 SILVER SPONSOR

- A \$7,500 investment in a safer community
- Half-page ad in program guide
- 1 night hotel stay (one room)
- Opportunity to promote business with product placement at event
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Name-inclusion in the event program and on the invitations when secured 30 days prior to event. Logo featured on screen.
- Table seats for up to 8 VIP guests and swag bags

## \$5,000 BRONZE SPONSOR

- A \$5,000 investment in a safer community
- Quarter-page ad in program guide
- Opportunity to promote business with product placement at event
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Name-inclusion in the event program and on the invitations when secured 30 days prior to event. Logo featured on screen.
- Tickets for up to 8 VIP guests and swag bags





[ ] **Printed Glass** (*1 available*) Each guest receives a souvenir stemless wine glass that can be used for wine or artisan cocktails at the event. This glass gives the perfect opportunity for you to leave an impression as guests sip throughout the night and as they relive memories from this magical day. **Benefits Include:** Logo on wine glasses + 4 individual tickets.



[ ] **Artisan Cocktail** (*1 available*) Shaken or stirred, you'll be the taste of the evening. This cocktail station will be the artistic alcoholic creation of the evening. **Benefits Include:** Your logo prominently displayed at the drink station + 4 individual tickets.



[ ] **Tableaux Vivant** - **\$5,000** (*multiple available*) Soar into the world of art! All eyes are on the tableaux vivant pieces during the event. **Benefits Include:** Your logo next to the tableaux and recognition in the printed program. + 4 individual tickets.

[ ] **Centerpieces** - **\$4,000** (*1 available*) Everyone talks about beautiful centerpieces— and your logo can be prominently displayed on every one in the room! **Benefits Include:** Your logo and branding exposure on every centerpiece + 4 individual tickets.

[ ] **Gourmet Logo Cookie** - **\$4,000** (*1 available*) Display your logo on these delectable desserts provided to all event guests. **Benefits Include:** Your logo and branding exposure on the gourmet cookies + 4 individual tickets.



[ ] **Valet** (*1 available*) Send them home with one last message about your company and CASA's mission, printed on a hanging tag that dangles from the review mirror. The custom tag includes your logo plus a phrase like "XXX is happy to help CASA achieve their mission." **Benefits Include:** Name recognition at valet + 4 individual tickets.



[ ] **Mystère Box** (*1 available*) 100 tickets for sale, and only one will unlock the mystery. What's in the box? All will be revealed the day of the event. Your brand will be featured as the Mystère Box sponsor. **Benefits Include:** Logo on all raffle materials + 4 individual tickets.



[ ] **Fountain of Youth Non-Alcoholic Beverage** (*1 available*) Help our fabulous attendees hydrate at the Fountain of Youth water station. Elegant signage and your logo on bottled waters. **Benefits Include:** Elegant signage + 4 individual tickets.



[ ] **Napkin** (*1 available*) Have your logo prominently included alongside CASA's on co-branded napkins. You will have repeated brand exposure throughout the night as guests use fresh napkins with their drinks and meals. **Benefits Include:** Your logo on napkin + 4 individual tickets.

[ ] **Stage Crew- \$3,000** (*1 available*) "Stage Crew" volunteers will be working the room and engaging more than 300 guests. These community members offer a great opportunity to showcase your brand. **Benefits Include:** Your logo and branding exposure on the "Stage Crew" T-shirts + 4 individual tickets.



[ ] **Lagniappe** (*1 available*) All attendees receive reusable tote bags to take home, giving the guest a little something extra. Branded logos and company recognition will be incorporated onto the bag selected. **Benefits Include:** Your logo on one side of a high-quality tote bag + 4 individual tickets.

[ ] **VIP Friends Table \$2,500** (*multiple available*) Treat 8 of your friends to a VIP experience at this amazing event. **Benefits Include:** Name-inclusion in the event program and on table signage + 8 individual tickets

[ ] **Patrons for Peace - \$1,000** (*multiple available*) Dine in a special section dedicated to visionaries funding peace in our communities. **Benefits Include:** Preferred seating, name recognition in program + 2 individual tickets.



## GENEROUS SPONSORS (AS OF MAR 24, 2018)

### GOLD SPONSORS

TSE Industries / The Klingel Family Foundation

### BRONZE SPONSOR

Allstate

Moss CM

UPC Insurance

### ADDITIONAL SPONSORS

Carr, Riggs & Ingram, LLC  
& Debi Alberdi  
Epstein Becker & Green, P.C.  
McLain Foods, Inc

Ingrid Lindberg & Kobie Marketing  
Pridgen Realty  
Regions Bank  
Robinson MD

Tampa Bay Times  
The Carpet Store  
Transamerica

### VIP FRIENDS TABLES

Amuni Financial  
Bare Board Group  
Catalina Marketing  
e-TeleQuote Insurance Inc  
GHD Group & AJ Arango  
Hajek & Hajek CPA

Innovate Florida  
Ms. Ingrid Lindberg  
Ms. Sheila King  
Maxey-Fisher, PLLC  
Dr. Jimand & Mrs. Sue Petru  
Pinellas County Sheriff's Office

Ms. Linda Rendleman  
St. Petersburg Police Department  
Tech Data  
University of South Florida  
St. Petersburg  
Venture Network Solutions

### PATRONS FOR PEACE

Marketing in Color  
Seminole Hard Rock Hotel & Casino

Pasadena Yacht and Country Club  
Ms. Kimberly Ritrievi

Wallace Welch & Willingham

## SUMMARY OF OPPORTUNITIES

- Presenting “Peace Advocate” Sponsorship - \$25,000
- Gold Sponsor- \$10,000  
SPONSORS: TSE Industries/The Klingel Family Foundation
- Silver Sponsor - \$7,500
- Bronze Sponsor - \$5,000  
SPONSORS: Allstate, Moss CM, UPC Insurance
- ~~Printed Glass~~  
SPONSORED BY: Epstein Becker & Green, P.C.
- ~~Artisan Cocktail~~  
SPONSORED BY: Regions Bank
- Tableaux Vivant- \$5,000  
SPONSORS: Ingrid Lindberg & Kobie Marketing, Transamerica
- Centerpieces - \$4,000  
SPONSORED BY: Robinson MD
- Gourmet Logo Cookie - \$4,000
- ~~Valet~~  
SPONSORED BY: Allstate
- ~~Mystère Box~~  
SPONSORED BY: Pridgen Realty
- ~~Fountain of Youth~~  
SPONSORED BY: Carr, Riggs & Ingram, LLC
- ~~Napkin~~  
SPONSORED BY: McLain Foods, Inc
- Stage Crew- \$3,000
- ~~Lagniappe~~  
SPONSORED BY: The Carpet Store
- VIP Friends Table - \$2,500
- Patrons for Peace - \$1,000





- PRESENTING (\$25,000)     GOLD (\$10,000)     SILVER (\$7,500)     BRONZE (\$5,000)
- VIP Friends Table (\$2,500)     Patrons for Peace (\$1,000)     OTHER \$ \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ payable to CASA. Please mail to: PO Box 414, St. Petersburg, FL 3375

Charge my Credit Card for \$ \_\_\_\_\_ Return form via mail to: PO Box 414, St. Petersburg, FL 33731 or reserve online at FarmToTableaux.com/CASA

Please Circle:      Visa    MasterCard    Amex    Discover

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_

**CREATING A WIN-WIN!**

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

**DON'T SEE WHAT YOU'RE LOOKING FOR?**

We encourage you to suggest ideas for crafting the perfect sponsorship. Please contact CASA at (727) 895-4912 or info@casa-stpete.org.

*\*The tax deductibility of donations will be determined after sponsorship is finalized.*