



Farm to Table(ux)[®]

— BENEFITING —

70 | MTC
YEARS |  Empowering People
with Disabilities

Art Vivant

2023 SPONSORSHIP OPPORTUNITIES

WEDNESDAY, NOVEMBER 15, 2023 | 6:00 - 10:00 PM
THE DAVID A. STRAZ CENTER FOR THE PERFORMING ARTS
CAROL MORSANI HALL

MACDONALD TRAINING CENTER
1ST ANNUAL

Farm to Table(auX)

THEME: ART VIVANT

Wednesday, November 15, 2023 • 6 – 10 PM

The David A. Straz Center for the Performing Arts

Carol Morsani Hall

Farm to Table(auX) is a unique and highly creative fundraising event that playfully unites the widely popular Farm-to-Table culinary trend with a contemporary interpretation of the “tableaux vivants” (living pictures) from French theater - dramatic visual depictions using carefully posed actors in costume, appearing in sets adorned with vibrant props and scenery

GUEST PROFILE

Individuals and couples ages 25 to 85

Key influencers, tastemakers, connectors

Charity supporters, socially conscious and community-minded

Creative, outside-the-box thinkers

Community Advocates

Enjoy wine, creative cocktails and unique cuisine

On average, guests donate/spend \$200-\$600 per event





OUR MISSION

TO EMPOWER PEOPLE WITH DISABILITIES TO LEAD
THE LIVES *THEY* CHOOSE

MTC CORE PROGRAM AREAS

eMerge CAREER COLLABORATIVE

- Post-Secondary Education, Certificate Programs:
 - Technology
 - Healthcare and Hospitality
 - Manufacturing Logistics

MTC FINE ART STUDIO

- Individuals with artistic interests create Expressive Art

EMPLOYMENT SERVICES: Provides individuals with the necessary one-on-one employability skills training

COMMUNITY LIVING: Services that assist persons with disabilities in living an independent life

ADULT DAY TRAINING: Provides supportive opportunities for people with disabilities to grow in independence at home, at work and in the community

QUESTIONS & CONTACT:

Rita Hattab: Phone: (813) 870-1300, ext. 252
E-mail: rhattab@macdonaldcenter.org



MARKETING STRATEGY

Save-the-Date: A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. Expected audience: 2,400

Printed Invitation: The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 8-12 weeks before the event. The invitation will include recognition for confirmed sponsors and event details. Expected audience: 2,400

Newsletters/E-Promotions: Newsletters will be emailed to the entire network of MTC supporters. Expected audience: 3,000

Webpage: The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages

Social Media: With an audience of over 4,000 spread across social media outlets, MTC 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, the MTC program information, and live auction item descriptions. Expected audience: 350

+ MUCH MORE!



\$25,000 EXCLUSIVE PRESENTING SPONSOR

PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- A \$25,000 tax deductible investment in MacDonald Training Center. Exclusive recognition as presenting sponsor with name or logo incorporated in Farm to Table(aux) event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, Instagram, LinkedIn) reaching MacDonald Training Center followers
- Link to your company website from the MacDonald Training Center and FTT websites
- Welcome remarks from company representative
- On-stage verbal recognition during the seated meal and prominent signage at the event
- First right of refusal for presenting sponsor of the 2024 FTT Event
- Two prominent tables with seating for 16 guests

Omor



\$10,000 EMPOWER SPONSOR

- A \$10,000 tax deductible investment in MacDonald Training Center
- On-stage verbal recognition during the seated program and prominent signage at the event
- Name-inclusion in the event program and invitations when secured 30 days prior to event
- Opportunity to place a premier item in lagniappe bag (event appropriate items only)
- Logo recognition on event splash page, pre-event eblasts, social media, print program, event signage, and event day slideshow
- Prominent table seating for 8 guests

\$5,000 INSPIRE SPONSOR

- A \$5,000 tax deductible investment in MacDonald Training Center
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only)
- Name-inclusion in the event program and invitations when secured 30 days prior to event
- Logo recognition on event splash page, pre-event eblasts, social media, print program, event signage, and event day slideshow
- Table seating for 4 guests

\$2,500 INNOVATE SPONSOR

- A \$2,500 tax deductible investment in MacDonald Training Center
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only)
- Name-inclusion in the event program and invitations when secured 30 days prior to event
- Logo recognition on event splash page, pre-event eblasts, social media, print program, event signage, and event day slideshow
- Table seating for 2 guests





MENU OF ADDITIONAL OPPORTUNITIES

- ❑ **TABLE(AUX) VIVANT - \$5,000** (4 available) Celebrate the theme of the evening by sponsoring one of our unique table(aux). Your logo will be alongside this art coming to life. **Benefits Include:** Your logo will be displayed on signage next to your sponsored Table(aux)! Benefits Include: Logo will also be included on event splash page, pre-event eblasts, social media, print program, event signage, and event day slideshow + 4 VIP Tickets
- ❑ **GLASSWARE - \$5,000** (1 available) See your logo in the hands of all of our guests! These glasses are used on event day for all wine and beverage samples and guests are invited to take them home! **Benefits Include:** Logo included on event splash page, pre-event eblasts, social media, print program and slideshow, and logo on each wine glass + 4 VIP Tickets
- ❑ **STRIKE A POSE - \$5,000** (1 available) Get excited as guests “Strike a Pose” in front of a fabulous backdrop that has your logo on it. Your logo will receive exposure during the event but will continue to live on once the photos are posted, liked, and shared on social media! **Benefits Include:** Logo on photo opportunity backdrop, event splash page, pre-event eblasts, social media, print program and slideshow + 4 VIP Tickets
- ❑ **MYSTÈRE BOX RAFFLE - \$5,000** (1 available) A hundred tickets for sale, and only 1 will hold the winning match to an amazing mystery item! This is your chance to have your brand featured at the Mystère Box and to be a part of the fun onstage as the box is opened and winner announced! **Benefits Include:** Opportunity for sponsor representative to go onstage with emcee or charity representative to reveal Mystère Box contents and draw/select then announce winner! Benefits Include: logo recognition on the signage at the display, e-blasts + 4 VIP Tickets
- ❑ **MISSION MOMENT - \$5,000** (1 available) An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. **Benefits Include:** Verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by..." Or "This moment made possible by...", highlighting of company name or logo in any mission focused eblasts, event slides and signage, and continued post event impressions as video is shared on social sites Logo included on event splash page, pre-event eblasts, social media, print program, event signage and slideshow, and logo on each wine glass + 4 VIP Tickets
- ❑ **LIVE AUCTION - \$5,000** (1 available) Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantees just that! **Benefits Include:** Logo recognition on the Live Auction preview eblast, all Live Auction slides, event splash page, social media, print program, event signage and slideshow + 4 VIP Tickets
- ❑ **ART AUCTION - \$5,000** (1 available) One of the greatest elements of the evening is the ability to showcase our clients work to raise funds for MacDonald Training Center. The Art Auction does just that and you could have your logo represented right next to our clients’ amazing artwork. **Benefits Include:** Logo recognition on the art auction preview eblast, event splash page, social media, print program, event signage and slideshow + 4 VIP Tickets

- ❑ **ARTISAN COCKTAIL & BEVERAGE - \$2,500** (2 available) This cocktail station will be the artistic alcoholic creation of the evening! Be the brand they see as they experience these fabulous sips. **Benefits Include:** Logo recognition at the cocktail station, event splash page, social media, print program, event signage and slideshow, eblasts + 2 VIP Ticket
- ❑ **LAGNIAPPE SPONSOR - \$2,500** (1 available) Every guest loves going home with an extra something at the conclusion of an event and your sponsorship will help make this happen. Each guest will receive a lagniappe bag or box with your logo represented on it. **Benefits Include:** Logo placement on a high-quality tote bag or box, event splash page, social media, print program, event signage and slideshow, eblasts + 2 VIP Tickets
- ❑ **SILENT AUCTION SPONSOR - \$2,500** (1 available) As guests bid to their heart's content on fabulous Silent Auction packages, your logo would be represented in this prime location! **Benefits Include:** Logo recognition on the silent auction preview eblast, all silent auction descriptions, event splash page, social media, print program, event signage and slideshow + 2 VIP Tickets
- ❑ **STAGE CREW - \$2,500** (1 available) 20+ "Stage Crew" volunteers working the room and engaging more than 300 guests. These community members offer a great opportunity to showcase your brand. **Benefits Include:** Logo placement on volunteer lanyards, event splash page, social media, print program, event signage and slideshow + 2 VIP Tickets
- ❑ **VALET SPONSOR - \$2,500** (1 available) Send them home with one last message about your company and our charity's mission, printed on hanging tags that dangles from the rearview mirror. The custom tag includes your logo plus a phrase like "XXX is happy to help MacDonald Training Center and their mission". **Benefits Include:** logo will be represented on hanging tags that will be placed in every valeted car, event splash page, social media, print program, event signage and slideshow + 2 VIP Tickets
- ❑ **HYDRATION STATION - \$1,500** (3 available) Help our attendees stay hydrated as they enjoy a fabulous evening benefitting MacDonald Training Center. With art, food, and cocktails tantalizing the senses, water is a must! **Benefits Include:** Logo recognition at station, event splash page, social media, print program and slideshow + 1 VIP Ticket
- ❑ **COCKTAIL NAPKINS - \$1,500** (2 available) Be the logo prominently featured on the cocktail napkins for the event. Every guest needs somewhere to blot their lips after enjoying the savory bites and delicious artisan cocktails during the Soiree. **Benefits Include:** Logo recognition on napkins, event splash page, social media, print program and slideshow + 1 VIP Ticket



BENEFITING MACDONALD TRAINING CENTER

Wednesday, November 15, 2023 | 6:00 – 10:00 PM | The David A. Straz Center for the Performing Arts, Carol Morsani Hall

SPONSOR REGISTRATION FORM

[] Presenting (\$25,000) [] Empower (\$10,000) [] Inspire (\$5,000) [] Innovate (\$2,500)

[] Custom \$ _____

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

Check enclosed for \$ _____

payable to MACDONALD TRAINING CENTER. Please mail to: 5420 West Cypress Street, Tampa, Florida 33607-1706

Charge my Credit Card for \$ _____ Return form via MAIL to: 5420 West Cypress Street, Tampa, Florida 33607-1706

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: Rita Hattab (813) 870-1300, ext. 252 | E-mail: rhattab@macdonaldcenter.org

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