



08.25.23

Farm to Table(auX)

BENEFITING BOYS & GIRLS CLUBS OF KERN COUNTY

Presented by California Resources Corporation

Hosted by Castle & Cooke

Legacy Sponsor - Don C. and Diane S. Lake Family

SPONSORSHIP OPPORTUNITIES

"The meaning of life is to find your gift. The purpose of life is to give it away." ~ Picasso



BOYS & GIRLS CLUBS
OF KERN COUNTY



**BOYS & GIRLS CLUB
OF KERN COUNTY**

8th ANNUAL

Farm to Table(aux)

Friday, October 6, 2023 • 6:00 - 9:30 PM
Highgate at Seven Oaks

Farm to Table(aux) brings together community-minded, philanthropic art & food lovers to enjoy a feast of fresh and seasonal dishes prepared and sourced by local chefs and farmers, alongside the imaginative productions and performances of local artists and entertainers.

GUEST PROFILE

Individuals and Couples ages 21 and up

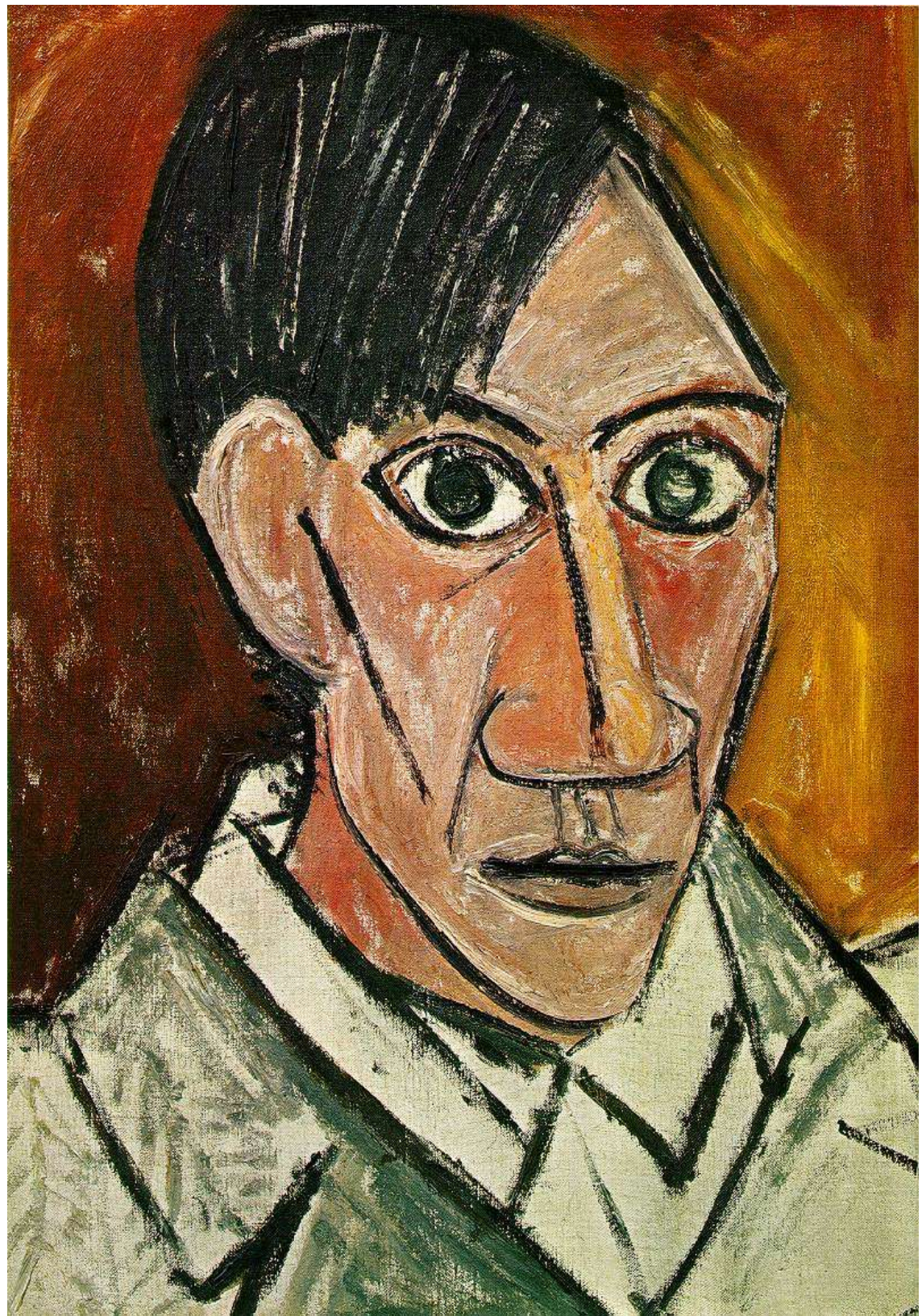
Key Influencers, Tastemakers, Connectors

Socially Conscious, Community-Minded, Charity Supporters

Creative, Outside-the-Box Thinkers

Great Wine and Unique Cuisine Admirers

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





ABOUT US

The Boys & Girls Clubs of Kern County serves over 8,000 children a day at 68 Club locations in 11 school districts throughout Kern County. The Clubs provide services and programs to benefit the growth and success of the community's and the country's future leaders.

OUR MISSION

To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

OUR VISION

Provide a world-class Club Experience that assures success is within reach of every young person who walks through our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.

CORE PROGRAM AREAS

- Character and Leadership Development
- Education and Career Development
- The Arts
- Health and Life Skills
- Sports, Fitness and Recreation

YOUTH DEVELOPMENT STRATEGY

A Sense of Competence: The feeling that there is something boys & girls can do just as well.

A Sense of Usefulness: The opportunity to do something of value for other people.

A Sense of Belonging: A setting where young people know they "fit" and are accepted.

A Sense of Power or Influence: A chance to be heard and to influence decisions.

GREAT FUTURES START HERE:

For more information, contact Ed Jacobs at: ejacobs@bgclubsofkerncounty.org

MARKETING STRATEGY

Save-the-Date Announcements: Email and social media posts formally announcing the event date and theme, as well as confirmed high-level sponsors. *Audience = 10,000+*

Solicitations/Invitations: Full-color, promotional materials will be sent to past/current sponsors, prospective sponsors, guests, targeted donors, and supporters. *Audience = 1,000+*

Magazine/eNewsletter: Print and electronic versions of *BGC Brief* magazine will be sent to the entire network of the Boys & Girls Clubs of Kern County supporters in March, June, August, and December. *Audience = 3,000+*

Webpage: The Farm to Table(aux) website will be regularly updated with event and sponsor information and can include links to sponsor webpages. *Audience = Unlimited*

Social Media: Spread across multiple social media platforms, the Boys & Girls Clubs of Kern County will link guests/followers to our mission, our sponsors, and their messages through dynamic, engaging, and fabulous content. *Direct Audience = 8,300+ / Indirect Audience = Unlimited*

Program: Distributed to all attendees at the event, the program will include event details, sponsor, donor, partner recognition, artists' background, Club program and service information, and live auction item descriptions. *Audience = 600+*

+ MUCH MORE!

\$ 25,000 EXCLUSIVE LEGACY SPONSOR

This includes your name/logo incorporated into the official event graphic, 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 The Boys & Girls Clubs of Kern County Presented by "Your Company Name/Logo Here").

LEGACY SPONSORSHIP BENEFITS INCLUDE:

- Welcome remarks from sponsor representative
- Acknowledgement as the exclusive Legacy 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
- Prominent promotion in the event 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 2024 FTT event
- Prominent table location with seating for 24 guests and swag bags

SOLD
DON C AND DIANE S LAKE
FAMILY FOUNDATION



\$ 25,000 EXCLUSIVE PRESENTING SPONSOR

This includes your name/logo incorporated into the official event graphic, 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 The Boys & Girls Clubs of Kern County Presented by "Your Company Name/Logo Here").

PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- Welcome remarks from sponsor representative
- 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
- Prominent promotion in the event 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 2024 FTT event
- Prominent table location with seating for 24 guests and swag bags

SOLD
CALIFORNIA RESOURCES
CORPORATION



\$ 15,000 EXCLUSIVE HOSTING SPONSOR

This includes your name/logo incorporated into the official event graphic, as well as all collateral, event signage, and décor.

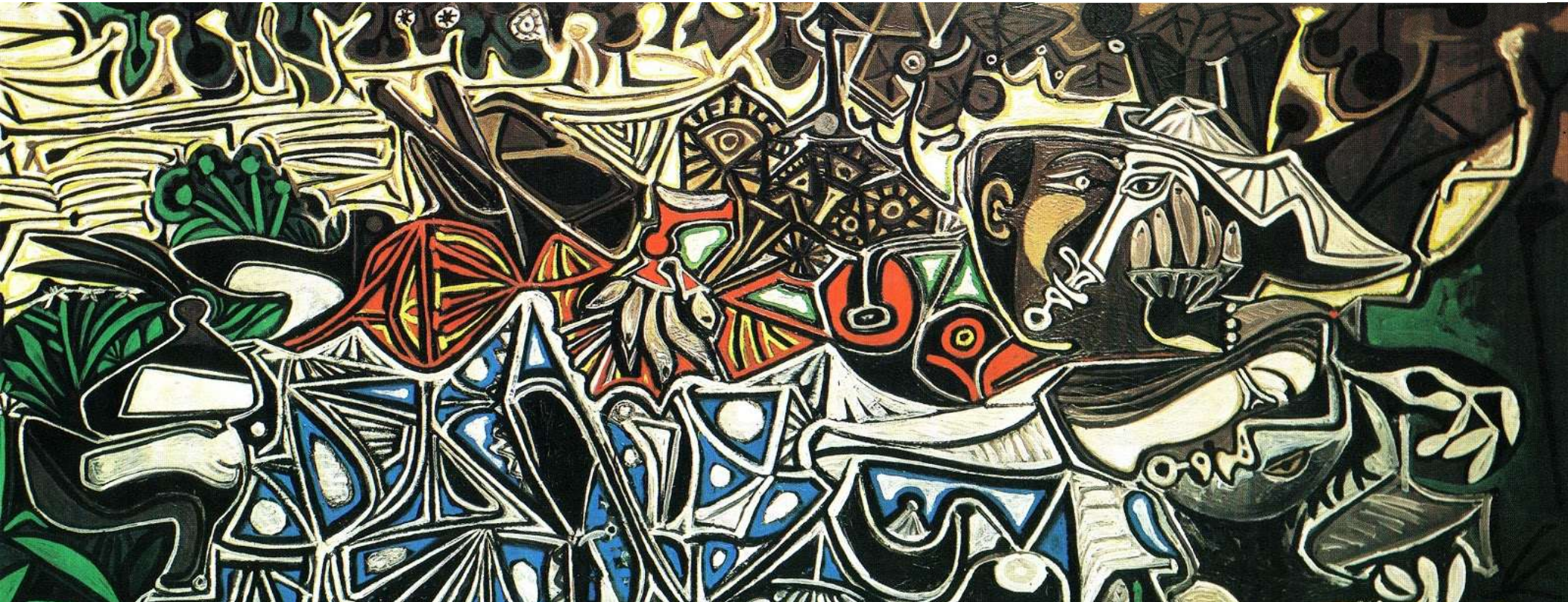
Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux)

Benefiting The Boys & Girls Clubs of Kern County Hosted by "Your Company Name/Logo Here").

HOSTING SPONSORSHIP BENEFITS INCLUDE:

- Acknowledgement as the exclusive Hosting 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
- Prominent promotion in the event program (artwork provided by sponsor)
- Opportunity to place a premier item in swag bags (event-appropriate items only)
- First right of refusal for hosting sponsorship of the 2024 FTT event
- Prominent table location with seating for 24 guests and swag bags

SOLD
CASTLE & COOKE



EVENT SPONSORSHIPS

\$10,000 GOLD-LEVEL SPONSOR (Multiple Gold Sponsorships Available)

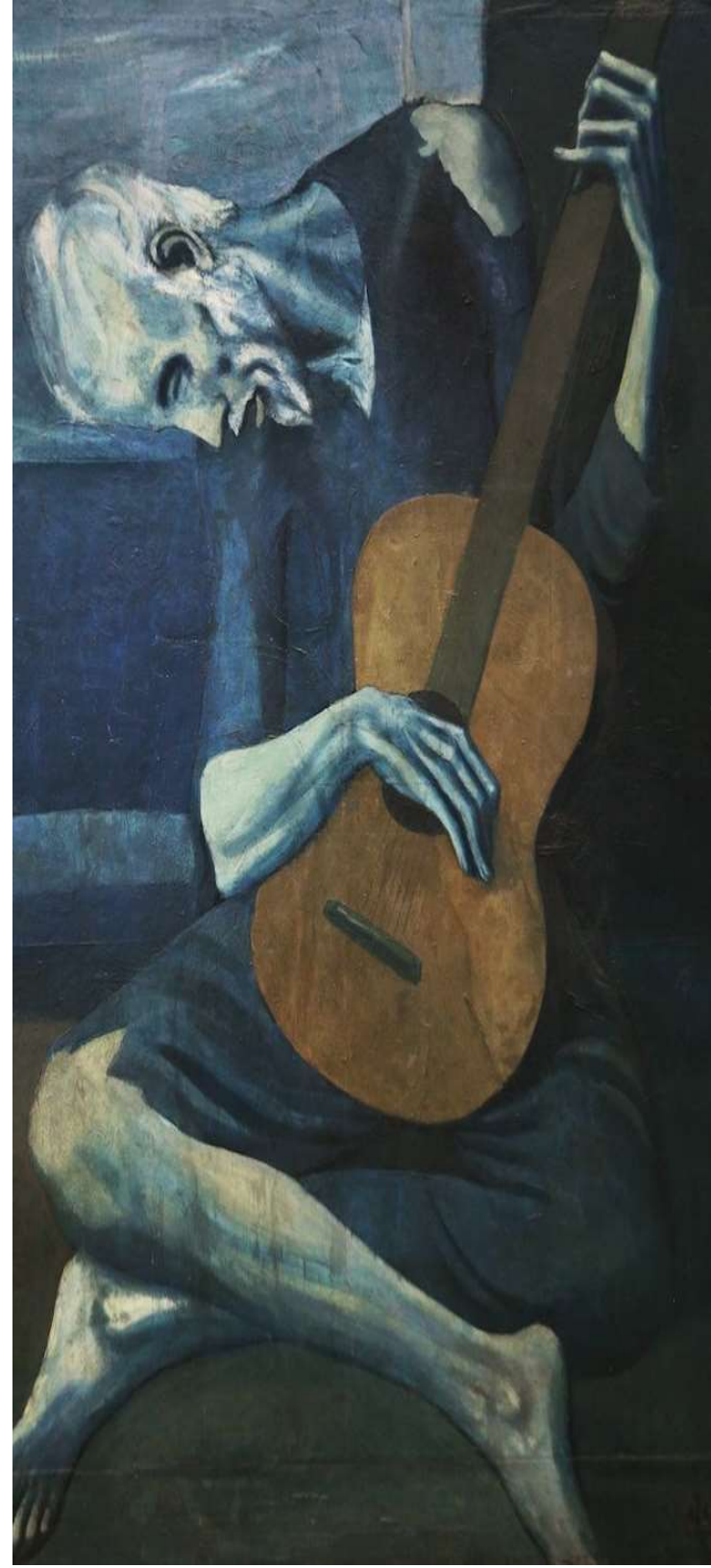
- A \$10,000 investment in the Boys & Girls Clubs of Kern County
- On-stage verbal recognition during the seated program and prominent signage at event
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- Name/Logo included in event program when secured 30 days prior to event
- Prominent table seating for up to 16 guests and swag bags
- **CURRENT GOLD SPONSORS INCLUDE: AERA ENERGY, THE LAZZERINI FAMILY FOUNDATION, BAKERSFIELD WEST ROTARY**

\$5,000 SILVER-LEVEL SPONSOR (Multiple Silver Sponsorships Available)

- A \$5,000 investment in the Boys & Girls Clubs of Kern County
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- Name/Logo included in event program when secured 30 days prior to event
- Table seating for up to 8 guests and swag bags
- **CURRENT SILVER SPONSORS INCLUDE: KEVIN MCCARTHY, KAISER PERMANENTE, KNIGHT'S SITE SERVICES, CLIFFORD & BRADFORD INSURANCE AGENCY**

\$2,500 BRONZE-LEVEL SPONSOR (Multiple Bronze Sponsorships Available)

- A \$2,500 investment in the Boys & Girls Clubs of Kern County
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- Name/Logo included in event program when secured 30 days prior to event
- Table seating for up to 4 guests and swag bags
- **CURRENT BRONZE SPONSORS INCLUDE: BYNUM, INC./GREG & MARY BYNUM, SOUTHERN CALIFORNIA GAS COMPANY, WESTAMERICA BANK, MARY TRICHELL, UBS/IRA & CAROLE COHEN, BOLTHOUSE PROPERTIES, WALKER-LEWIS RENTS AT&T SERVICES, MONEYWISE**





FEATURE SPONSORSHIPS

- ☐ **Amor de Cocina - \$10,000** (1 available) *Dinner Sponsor Benefits Include:* Name/logo will be printed on dinner menus placed at each seat, recognition in printed program, seating for up to 16 individual tickets. **SOLD – CHEVRON**
- ☐ **El Mercado de Pablo - \$10,000** (1 available) *Benefits Include:* Name/logo on the signage for the village marketplace, name/logo included on item packaging, recognition in printed event program, plus seating for up to 16 individual tickets. **SOLD – CLIFFORD & BRADFORD ATHLETIC FOUNDATION**
- ☐ **Pablo Picasso Marquee - \$10,000** (1 available) *Benefits Include:* Name/logo on the signage next to the large, lighted letters, recognition in printed event program, plus seating for up to 16 individual tickets. **SOLD – CALIFORNIA WATER SERVICE**
- ☐ **Pablo's Painted Sky Finale - \$5,000** (1 available) *Benefits Include:* Announcement from stage, recognition in printed program, seating for up to 8 individual tickets. **SOLD – TRI COUNTIES BANK**
- ☐ **Tableaux Vivant - \$5,000 each** (3 available) *Benefits Include:* Name/logo next to respective tableaux, recognition in printed program, seating for up to 8 individual tickets. **ONE SOLD – BERRY CORPORATION, AMAZON BFL1/BFL2, ADVENTIST HEALTH**
- ☐ **Strike-a-Pose - \$5,000** (1 available) *Benefits Include:* Name/logo on the hand-painted, photo-op feature piece, recognition in printed program, post event photo distribution, seating for up to 8 individual tickets. **SOLD – DIGNITY HEALTH**
- ☐ **Children's Art Tile - \$5,000** (1 available) *Benefits Include:* Name/logo on an art tile replicated from a child's art piece and provided to each guest at their place setting as a thank-you gift, recognition in printed program, seating for up to 8 individual tickets. **SOLD – MISSION BANK**
- ☐ **Tapas Table - \$5,000** (1 available) *Benefits Include:* Name/logo on the signage for the appetizer station, recognition in printed event program, plus seating for up to 8 individual tickets. **SOLD – MOC INCORPORATED**
- ☐ **Mercado de Carnes y Queso - \$5,000** (1 available) *Benefits Include:* Name/logo on the signage for the select Spanish cheeses and savory meats in a Spanish market setting, recognition in printed program, seating for up to 8 individual tickets. **SOLD – SPLASH FABRIC**
- ☐ **Cavel Cart - \$5,000** (1 available) *Benefits Include:* Name/logo on the Vintage Flower Cart where Spain's iconic flower—the Red Carnation will be displayed and distributed to each guest, recognition in printed program, seating for up to 8 individual tickets. **SOLD – KOMAN HOMES/LARRY KOMAN**
- ☐ **Misterio Raffle - \$5,000** (1 available) *Benefits Include:* Name/logo featured on a box constructed with reproductions from the work of Pablo Picasso, recognition in printed program, seating for up to 8 individual tickets. **SOLD – TASTEFUL SELECTIONS**

- ☐ **Children's Art Gallery and Merchant's Auction - \$2,500 (1 available)** *Benefits Include:* Name/logo on Club Kidz t-shirts who are at event, on auction bid sheets and signage, recognition in printed program, seating for up to 4 individual tickets. **SOLD – KLEIN, DENATALE, GOLDNER**
- ☐ **Bolsa de Botin - \$2,500 (1 available)** *Benefits Include:* Name/logo on one side of swag bag or box, recognition in printed program, seating for up to 4 individual tickets. **SOLD – LEBEAU-THELEN**
- ☐ **Copa - \$2,500 (1 available)** *Benefits Include:* Name/logo on event beverage glasses, recognition in printed program, seating for up to 4 individual tickets. **SOLD – BANK OF THE SIERRA**
- ☐ **El Champaña- \$2,500 (1 available)** *Benefits Include:* Name/logo on the Champagne table at the entrance of the event, recognition in printed program, seating for up to 4 individual tickets. **SOLD – BARBICH HOOPER KING DILL HOFFMAN**
- ☐ **Pablo's Paleta Station - \$2,500 (1 available)** *Benefits Include:* Name/logo on the on the serving station that specializes in frozen tequila and vodka beverages, recognition in printed program, seating for up to 4 individual tickets. **SOLD – ALTAONE**
- ☐ **Sangria - \$2,500 (3 available)** These wine and cocktail stations will be the artistic alcoholic creations of the evening. *Benefits Include:* Name/logo prominently displayed at the drink station, recognition in printed program, seating for up to 4 individual tickets. **SOLD – NICKEL FAMILY WINE, JIM BURKE FORD LINCOLN, PARAGON PERSONNEL.**
- ☐ **Ponce de Leon Agua - Non-Alcoholic Beverage - \$2,500 (1 available)** *Benefits Include:* Name/logo on bottled waters and station signage, recognition in printed program, seating for up to 4 individual tickets. **SOLD – KERN FAMILY HEALTH CARE**
- ☐ **Live Auction - \$2,500 (1 available)** *Benefits Include:* Name/logo on LED wrapped champagne bottles, on live auction slides, recognition in printed program, seating for up to 4 individual tickets. **SOLD – INSURICA/WALTER MORTENSEN INSURANCE**
- ☐ **Picasso Parking Lot - \$2,500 (1 available)** *Benefits Include:* Custom tag with your name/logo plus a phrase like "XXX is happy to help the Boys & Girls Clubs of Kern County achieve their mission," recognition in printed program, seating for up to 4 individual tickets. **SOLD – THREE-WAY CHEVROLET-CADILLAC**
- ☐ **Servilletas de Coctel - \$1,500 (1 available)** *Benefits Include:* Name/logo imprinted on beverage napkins, recognition in printed program, seating for up to 2 individual tickets. **SOLD – TELEHEALTHDOCS**

