

Farm to Table(auX)®

BENEFITING ALS UNITED OHIO

DA VINCI

Sponsorships



Presented by

CAMERON MITCHELL
• RESTAURANTS •



OUR MISSION: To unite the ALS community in our collaborative approach to foster bold research initiatives, advance national and state advocacy efforts, and provide comprehensive care and support to individuals and families affected by ALS.

OUR VISION: Create a world without ALS

CORE PROGRAM AREAS:

- Care Services – one-on-one case management by licensed healthcare professionals, multidisciplinary ALS clinics, durable medical equipment loans, financial assistance grants, support groups, and more
- Advocacy – Champion support at the State and Federal levels
- Research - We are the largest private funder of ALS research worldwide, and our efforts have led to some of the most promising and significant advances in the field
- Public Education and Awareness - We continually provide education to patients and families, and raise awareness about ALS and the search for a cure.

DONOR DOLLARS AT WORK:

572

people with ALS served by the Chapter, including 166 newly registered with our Chapter



\$208,654

distributed in Quality of Life reimbursement grants to 260 people



347

patient visits through ALS clinics at OhioHealth and the University of Cincinnati



737

pieces of durable medical equipment loaned to people with ALS



121

convenience items gifted to people living with ALS



1,620

bereavement contacts made



88

dining kits provided to people with ALS



114

home and office visits to those with ALS



1,001

people attended support groups or Education & Exchange meetings



90

children received a backpack containing age-appropriate ALS resources and fun items



15

people with ALS utilized our new Smart Home Technology program



18,350

people received the monthly Chapter email or print newsletters



QUESTIONS AND CONTACT:

Amy E. Hall, Event Fundraising and Engagement Manager
614-273-2572 x 101 ahall@alsohio.org
Alsohio.org

ALS United Ohio
1ST ANNUAL

Farm to Table(aux)[®]

May 10, 2024

The Exchange at Bridge Park

Theme: Da Vinci's Arty Night

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 influencer's, taste-makers, 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

**THE
COCKTAIL SOIRÉE**

From the moment your guests arrive, the cocktail soirée is a feast for senses with an engaging and interactive atmosphere

Lively and whimsical, the Soirée typically features:

- Culinary delights
- Beverage stations
- Tableaux vivants + performers
- Silent auction + signature raffles
- Step & repeat / photo booth

**THE SEATED
PROGRAM**

From welcome remarks and mission moment, to the live auction and entertainment, your guests will remember the many "wow" moments.

The program features:

- Seated Farm-to-table dinner
- Welcome remarks
- Mission communication
- Live auction
- Mission moment and fund-a-need
- Entertainment
- Announcement of raffle winners



Marketing Strategy

Printed Save-the-Date: A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. Audience up to 7,000

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. Audience up to 7,000

Newsletters/E-Promotions: Newsletters will be emailed to the entire network of ALS United Ohio supporters. Audience of 21,000+

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, ALS United Ohio 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, ALS United Ohio program information, and live and silent auction item descriptions. Expected Audience: 350

And much more!



SOLD! Thank you, Cameron Mitchell Restaurants

\$25,000 EXCLUSIVE PRESENTING SPONSORSHIP

Provides one year of chapter staffing for two ALS multidisciplinary clinics, providing 8 hospital-based clinics per month

BENEFITS:

- A \$25,000 investment in ALS United Ohio
- 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 & Instagram) reaching ALS United Ohio followers
- Link to your company website from ALS United Ohio and FTT websites
- Invitation for company representative to address audience with welcome remarks during seated program (2 min) or company can provide a video to be showcased
- Prominent signage at the event throughout Soiree and Program space
- Logo on Strike a Pose backdrop (Step & Repeat)
- Guests will "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!
- First right of refusal for presenting sponsor of the 2025 FTT Event
- Two prominent VIP tables with seating for 16 guests



\$15,000 DIAMOND SPONSOR

Funds twelve patient grants of \$1,200 each for reimbursement of medical expenses.

A diagnosis of ALS can cost up to \$250,000 per year per patient

- A \$15,000 investment in ALS United Ohio
- On-stage verbal recognition during the seated program
- Logo inclusion in some event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitations (when secured by marketing deadline)
- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in lagniappe bag (event appropriate items only)
- Prominent table seating for 12 guests

\$10,000 GOLD SPONSOR

Funds three months of support groups for caregivers, survivors, and patients

- A \$10,000 investment in ALS United Ohio
- On-stage verbal recognition during the seated program
- Logo inclusion in event collateral including programs, signage, and invitations (when secured by marketing deadline)
- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in lagniappe bag (event appropriate items only)
- Prominent table seating for 8 guests

\$5,000 SILVER SPONSOR

Funds three years of our Caregivers program, which provides training and support for those giving their all everyday to support those living with ALS

- A \$5,000 investment in ALS United Ohio
- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only)
- Table seating for 4 guests

\$2,500 BRONZE SPONSOR

Covers the cost of our educational resource guide for one year, which is given to every patient

- A \$2,500 investment in ALS United Ohio
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only)
- Name-inclusion on event website, signage, eblasts, printed program and program slide show
- Table seating for 2 guests

MENU OF CUSTOM SPONSOR OPPORTUNITIES

TABLE(AUX) VIVANT - \$5,000 (4 available)

Celebrate the theme of the evening by sponsoring one of our unique table(aux)s that will keep our guests entertained and on their toes during the Soiree portion of the evening. One of the most unique and highly anticipated components of the event, your logo will be sure to stand out alongside this art come to life. **Benefits Include:** Your logo will be displayed on signage next to your sponsored Table(aux)! Logo will also be included on event splash page, pre-event eblasts, social media, print program and event day slideshow + 4 VIP Tickets

GLASSWARE- \$5,000 (1 available)

See your logo in the hands of all of our stunning Farm to Table(aux) guests! These glasses are used on event day for all wine and beverage samples and guests are invited to take them home to display in their glassware cabinets! **Benefits Include:** Logo on each wine glass, on event splash page, pre-event eblasts, social media, print program and event day slideshow + 4 VIP Tickets

MYSTERE BOX RAFFLE - \$5,000 (1 available)

A hundred tickets for sale, and only 1 will hold the winning match to an amazing mystery item that's held in the Mystere box display! The Mystere Box raffle always features a fabulous prize (or prizes) that everyone will want! This is your chance to have your brand featured at the Mystere 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 Mystere Box contents and draw/select then announce winner, signage, event splash page, e-blasts, print program and event day slideshow + 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 + 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, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction logo on event splash page, pre-event eblasts, social media, print program and event day slideshow + 4 VIP Tickets

MENU OF CUSTOM SPONSOR OPPORTUNITIES

ARTISAN COCKTAIL & BEVERAGE - \$2,500 (2 available)

This cocktail station will be the artistic alcoholic creation of the evening that all guests will enjoy! Be the brand they see as they experience these fabulous sips. **Benefits Include:** logo represented at the cocktail station, included on event website, print program and event day slideshow + 2 VIP Tickets

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 that they take home with them at the conclusion of the event! **Benefits Include:** logo will be placed on one side of a high-quality tote bag or box, included on event website, print program and event day slideshow + 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 description pages, event website, print program and event day 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 and will be the hit of the event. **Benefits Include:** logo will be placed on volunteers' lanyards, event website, print program and event day slideshow + 2 VIP Tickets

HYDRATION STATION - \$1,500 (3 available)

Help our attendees stay hydrated as they enjoy a fabulous evening benefitting ALS United Ohio with art, food, and cocktails tantalizing the senses, water is a must! **Benefits Include:** Logo recognition at station, on event website and print program + 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 website and print program, + 1 VIP ticket



SPONSOR REGISTRATION FORM

SOLD

☐ Presenting (\$25,000) ☐ Diamond (\$15,000) ☐ Gold (\$10,000) ☐ Silver (\$5,000) ☐ Bronze (\$2,500)

☐ Custom _____ \$ _____

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

☐ Check enclosed for \$ _____ payable to ALS United Ohio. Please mail to: 1170 Old Henderson Rd, Suite 221, Columbus, OH 43220

☐ Charge my Credit Card for \$ _____ Return form via MAIL to: ALS United Ohio, 1170 Old Henderson Rd, Suite 221, Columbus, OH 43220

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: Amy E. Hall ahall@alsohio.org

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