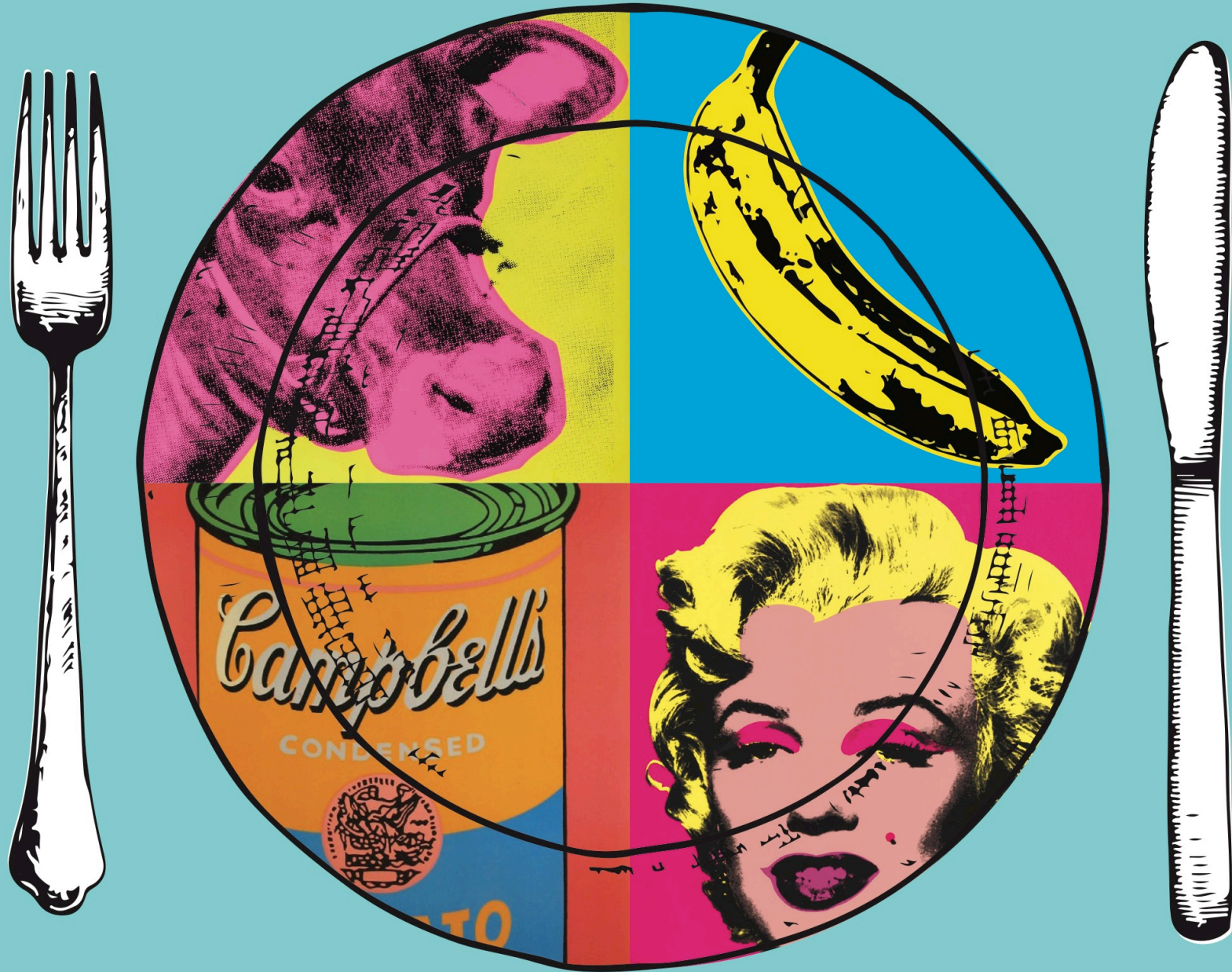


POP! GOES THE WARHOL

BENEFITING THE BOYS & GIRLS CLUBS OF KERN COUNTY





PRESENTS

THE BOYS & GIRLS CLUBS OF KERN COUNTY 3rd ANNUAL

Farm to Table(aux)®

Friday, October 5th, 2018 • 6:00 - 9:30 pm
Highgate at Seven Oaks by Castle & Cooke

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

GUEST PROFILE

Individuals and couples ages 30 to 65

Key influencers, tastemakers, connectors

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





BOYS & GIRLS CLUBS
OF KERN COUNTY

ABOUT US

The Boys & Girls Clubs of Kern County serves 7,200 children a day amongst 10 different school districts. The Clubs provide services and programs to benefit the growth and success of 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 and 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 Heather Frank at hfrank@bgclubsofkerncounty.org or Kayla Nelson at knelson@bgclubsofkerncounty.org



MARKETING STRATEGY

Printed Save-the-Date: A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. **Expected audience: 10,000+**

Printed Invitation: The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 7-8 weeks before the event. The invitation will include recognition for confirmed sponsors and event details. **Expected audience: 3,000+**

Newsletters/E-Promotions: Newsletters will be emailed to the entire network of the Boys & Girls Clubs of Kern County supporters.

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 2,000 spread across social media outlets, 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.

Program: Distributed to all attendees at the event, the program includes event details, sponsor recognition, the Boys & Girls Clubs of Kern County program information, and live and silent auction item descriptions.

+ MUCH MORE!

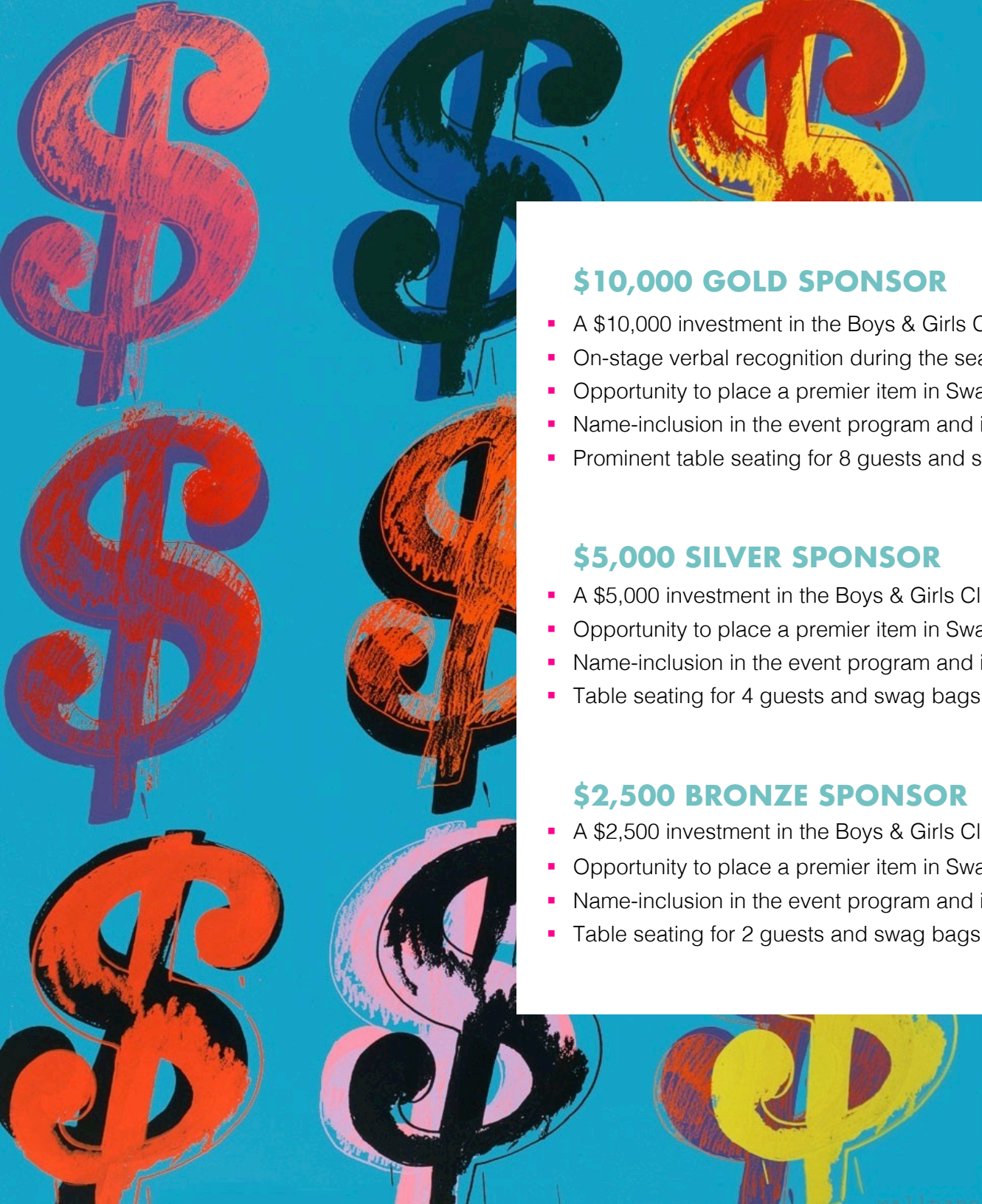


\$25,000 EXCLUSIVE PRESENTING SPONSOR

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 the Boys & Girls Clubs of Kern County Presented by “Your Company Name/Logo Here”).

PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- Welcome remarks from company 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
- Opportunity to promote business with booth at event (booth/contents to be mutually agreed upon)
- 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
- Two prominent tables with seating for 16 guests and swag bags



\$10,000 GOLD SPONSOR

- A \$10,000 investment in the Boys & Girls Clubs of Kern County
- On-stage verbal recognition during the seated program and prominent signage at the event
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Name-inclusion in the event program and invitations when secured 30 days prior to event
- Prominent table seating for 8 guests and swag bags

\$5,000 SILVER SPONSOR

- 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-inclusion in the event program and invitations when secured 30 days prior to event
- Table seating for 4 guests and swag bags

\$2,500 BRONZE SPONSOR

- 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-inclusion in the event program and invitations when secured 30 days prior to event
- Table seating for 2 guests and swag bags



MENU OF ADDITIONAL OPPORTUNITIES

- ❑ **Tableaux Vivant - \$5,000** (4 available) **Benefits Include:** Your logo next to the tableaux and recognition in the printed program + 4 individual tickets.
- ❑ **Strike a Pose - \$5,000** (1 available) **Benefits Include:** Your logo on photo opp back drop, tons of social media exposure and recognition in the printed program + 4 individual tickets.
- ❑ **Kidz Art Auction - \$5,000** (1 available) **Benefits Include:** Your logo on 6-8 Club kidz t-shirts (who are present at event), on auction bid sheets and signage and recognition in printed program + 4 individual tickets.
- ❑ **Stage Crew - \$2,500** (1 available) **Benefits Include:** Your logo and branding exposure on the 15+ “Stage Crew” T-shirts + 2 individual tickets and one “Stage Crew” member.
- ❑ **Mystère Box Raffle - \$2,500** (1 available) **Benefits Include:** Your brand featured on the Mystère Box, Logo on all raffle materials + 2 individual tickets.
- ❑ **Lagniappe - \$2,500** (1 available) **Benefits Include:** Your logo on one side of a high-quality tote bag or box + 2 individual tickets.
- ❑ **Live Auction - \$2,500** (1 available) **Benefits Include:** Your logo on LED wrapped champagne bottles, on live auction slides and in printed program + 2 individual tickets.
- ❑ **Printed Glass - \$2,500** (1 available) **Benefits Include:** Your logo on wine glasses + 2 individual tickets.
- ❑ **Attached Glass Coaster - \$2,500** (1 available) **Benefits Include:** Your logo on glued coaster + 2 individual tickets.
- ❑ **Valet - \$2,500** (1 available) **Benefits Include:** Custom tag with your logo plus a phrase like “XXX is happy to help the Boys & Girls Clubs of Kern County achieve their mission.” Name recognition in program + 2 individual tickets.
- ❑ **Artisan Cocktail - \$2,500** (1 available) This cocktail station will be the artistic alcoholic creation of the evening. **Benefits Include:** Your logo prominently displayed at the drink station + 2 individual tickets.
- ❑ **Fountain of Youth Non-Alcoholic Beverage - \$1,500** (1 available) **Benefits Include:** Elegant signage and your logo on bottled waters + 1 individual ticket.
- ❑ **Honorary Committee - \$500** (40 available) **Benefits Include:** Name recognition in program + 1 individual ticket.



SPONSOR REGISTRATION

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

☐ **Custom \$** _____

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

☐ Check enclosed for \$ _____ payable to the Boys & Girls Clubs of Kern County. Please mail to: BIN 5J, Bakersfield, CA 93385

☐ Charge my Credit Card for \$ _____ Return form via MAIL to: BIN 5J, Bakersfield, CA 93385

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: Heather Frank at hfrank@bgclubsofkerncounty.org

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