

Farm to Table(aux)

PRESENTED BY FLORIAN AND LORI BARTH
BENEFITING UPWARD

THURSDAY, MAY 16, 2019

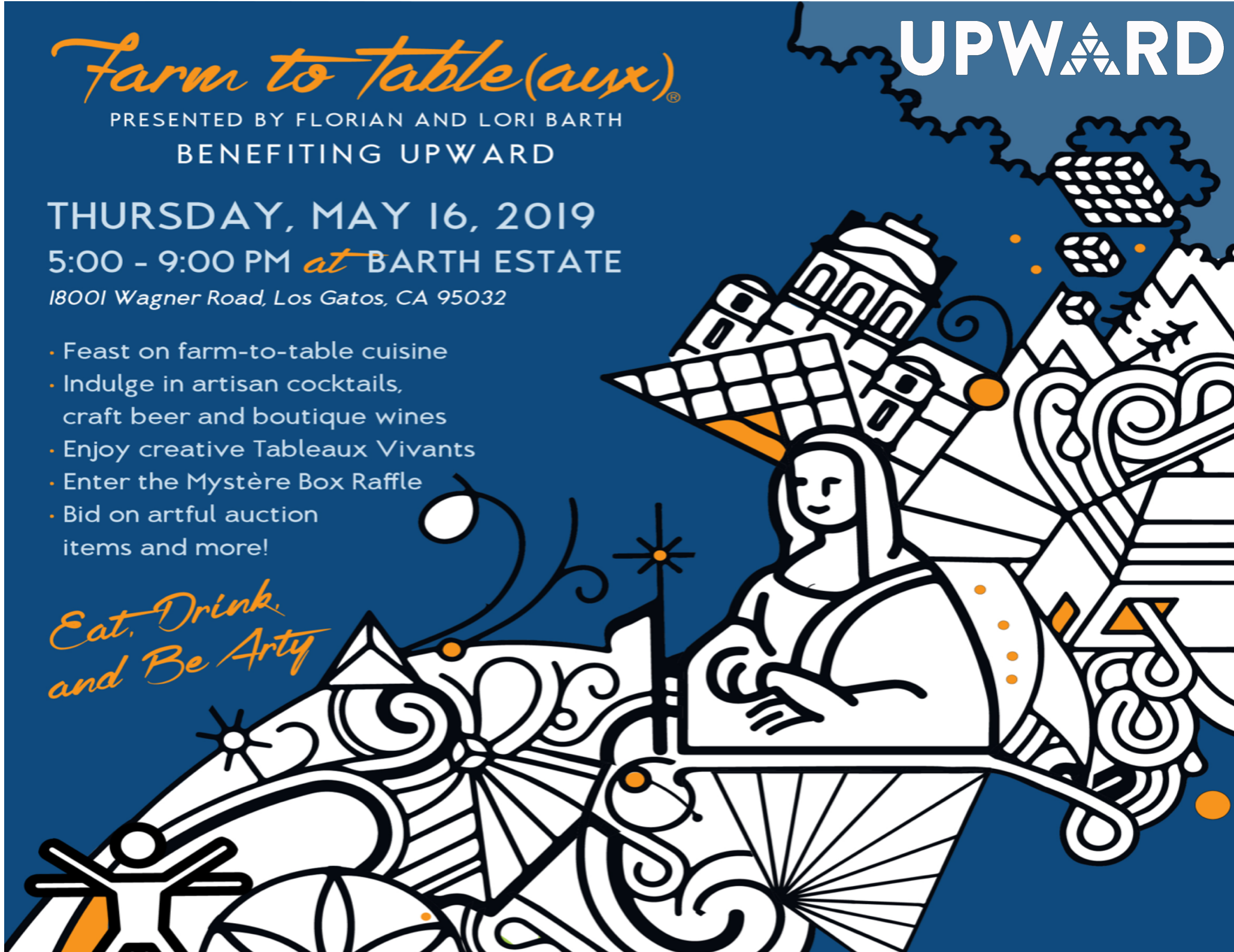
5:00 - 9:00 PM *at* BARTH ESTATE

18001 Wagner Road, Los Gatos, CA 95032

- Feast on farm-to-table cuisine
- Indulge in artisan cocktails, craft beer and boutique wines
- Enjoy creative Tableaux Vivants
- Enter the Mystère Box Raffle
- Bid on artful auction items and more!

*Eat, Drink,
and Be Artful*

UPWARD



UPWARD

2019 ANNUAL DINNER

Farm to Table(aux)

MAY 16, 2019 • 5:00 – 9:00 PM

BARTH ESTATE, LOS GATOS, CA

\$75 tickets before March 1, 2019

\$125 tickets after March 1, 2019

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

Adult individuals and couples

Key influencers, women advocates, connectors

UPWARD supporters and community-minded,

creative, outside-the-box thinkers

Environmentally-conscious

Friends who enjoy wine and unique cuisine

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



UPWARD

ABOUT US

UPWARD promises to help each woman to advance her career within a community that deeply believes in her success and well-being.

OUR VISION

UPWARD—Uniting Professional Women Accelerating Relationships and Development—Founded by Lisa Lambert, UPWARD is a global non-profit organization for executive level women, committed to accelerating the advancement of women into leadership positions

OUR MISSION

The mission of UPWARD is to accelerate career advancement for professional women by:

- Creating collaborative gatherings to learn from leaders and to network with peers
- Cultivating events that build up members through focused conversations, solutions, and creativity
- Nurturing relationship-building of networks that helps members move up in their careers

UPWARD AROUND THE WORLD

UPWARD has 12 chapters around the world with over 5000 members on 5 continents. We have grown by word of mouth through the UPWARD membership, who have found a place that is supportive and collaborative.

FUNDING

UPWARD is a non-profit organization with a free membership model to remove the obstacles for executive women to gain peer support and resources at this level. We are foundationally supported by donors and sponsors who desire a future where the playing field for all women is equal.

LEADERSHIP GAP:

Women make up nearly half of the labor force yet hold only 21% of board seats, only 11% are top-earners, and only 5% are CEO's in the S&P 500. UPWARD is working to change that, alongside committed supporters like you.

LEARN MORE

Visit upwardwomen.org or contact Candice Tubera at Candice.Tubera@upwardwomen.org.

*Source

<http://www.catalyst.org/knowledge/women-ceos-sp-500>



WHY UPWARD &

Farm to Table(auX)

This is the first time bringing this event to Silicon Valley. What better occasion than to celebrate

UPWARD's 6th Year Anniversary.

We are connecting our members and guests with a unique farm to table culinary experience with art, philanthropy, & community minded individuals to support UPWARD's mission.

We are expecting over 250 influential individuals and couples to attend. As a guest, you will be able to find great social and professional value in the evening including:

- A celebrity host and leaders from the Silicon Valley professional community
- Fireside chats and keynote speakers
- Educational content and networking with executive level professionals
- A feast of fresh and seasonal dishes prepared by local chefs and farmers
- Imaginative productions and performances of local artists and entertainers.



MARKETING STRATEGY

and Event Sponsorship Benefits

Printed Invitation: The full-color event invitation will be mailed to current sponsors, guests, 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 UPWARD membership. E-promotions will be emailed to the UPWARD Bay Area Membership, 2200+ professional women crossing multiple industries all over the valley.

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

Social Media: With an audience of over 2,000 spread across social media outlets, UPWARD 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, UPWARD 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 UPWARD 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



AVAILABLE SPONSORSHIPS FOR INDIVIDUAL AND CORPORATE DONORS

\$10,000 GOLD SPONSOR

- A \$10,000 investment in UPWARD
- 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 UPWARD
- 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 UPWARD
- 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 DONOR OPPORTUNITIES AVAILABLE

- ❑ **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 opportunity back drop, social media exposure and recognition in the printed program + 4 individual tickets.
- ❑ **Women's Art Auction - \$5,000** (1 available) *Benefits Include:* Your logo on 6-8 Women Artists 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.
- ❑ **Lagniette "Swag Bag" - \$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 UPWARD 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.



Uniting Professional Women Accelerating Relationships & Development

Farm to Table(aux)

SPONSOR REGISTRATION

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

☐ Custom \$ _____

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

☐ Check enclosed for \$ _____ payable to UPWARD. Please mail to: 19630 Allendale Ave #2580, Saratoga, CA 95070

☐ Charge my Credit Card for \$ _____ Return form via MAIL to: 19630 Allendale Ave #2580, Saratoga, CA 95070

☐ 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: Candice Tubera at Candice.Tubera@upwardwomen.org

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