



SHARE OUR STRENGTH'S
TASTE OF THE
NATION
NO KID HUNGRY

CHILD HUNGER IN DC:

18.% of families live below the poverty line. – *US Census Bureau, ACS 2003*

8.9% of households are food insecure – they lack access to enough food for an active, healthy life. – *USDA 2003*

CHILD HUNGER IN THE UNITED STATES:

18.2% of all American children are at-risk of hunger. – *USDA 2003*

LOCAL BENEFICIARIES:

Capital Area Food Bank
DC Hunger Solutions

More than 12 million children in America are hungry. That's one in six who are at risk of hunger, and who have limited or uncertain access to the nutritious foods they need to develop to their full potential.

Despite its devastating and highly visible consequences, childhood hunger is invisible. You can't see it just by looking, and you can't measure it in pounds, but it is among us: it affects black, white, Asian and Hispanic, short and tall, thin and chubby.

Share Our Strength's Taste of the Nation is the premier culinary benefit dedicated to making sure no kid in American grows up hungry. Taste of the Nation events are nationally supported by American Express, Sysco, Food Network and Brown-Forman and S.Pellegrino Sparkling Natural Mineral Water. Since the program's inception, Taste of the Nation events throughout the country have raised more than \$70 million. Funds raised in 2008 supported 145 organizations in the United States.

In Washington, DC, Taste of the Nation is bringing together the finest chefs and restaurants, top corporations and individuals to raise the critical funds needed to end childhood hunger. We can work with you to customize your sponsorship, based on the packages that follow.

This year, our goal is to raise \$100,000 to ensure that no child in the Washington Metropolitan Area grows up hungry. **Poverty is complex; feeding a child is not.** Please join us!

Sincerely,

Scott Hunt & Bronwyn Jimenez
Co-Chairs of Taste of the Nation DC



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EVENT DETAILS:

MONDAY, MARCH 30, 2009

VIP: \$150, start time 6:00 PM

GENERAL: \$85, start time 7:00 PM

The Mellon Auditorium
1301 CONSTITUTION AVENUE NW,
WASHINGTON, DC

CHEF CHAIR:

RJ Cooper III, Vidalia

EXPECTED ATTENDANCE: 1000

TASTE OF THE NATION REACHES COVETED DEMOGRAPHICS*:

- **HIGH INCOME:** 41% with household income > \$125,000
- **WELL EDUCATED:** 80% college grads; 35% post-grads
- **BOOMERS & GEN-X:** 25% 45-54 years old ; 31% 35-44 years old
- **FREQUENT DINERS:** 34% eat out 10 or more times/month
- **SOCIALLY AWARE:** 98% reported awareness of the impact of ticket sales on Share Our Strength's mission

*Data from a survey of Taste of the Nation online ticket purchasers, in select cities conducted by Share Our Strength from May – August 2008.

ABOUT TASTE OF THE NATION WASHINGTON, DC

Chef Chair RJ Cooper III of Vidalia will lead the DC culinary community in uniting to raise money to end childhood hunger during this special evening at the historic Mellon Auditorium.

More than 40 of the city's premier chefs, including Cooper, Cathal Armstrong of Restaurant Eve, Victor Albisu of BLT Steak, Haidar Karoum of Proof and many more will offer incredible samples. Complimenting the evening's haute cuisine, guests will enjoy the new Wine Bar, featuring more than 20 vineyards, and the return of the Chocolate Bar, promising a sweet centerpiece with chocolate as far as the eye can see.

New this year, VIP guests will have the opportunity to learn from top chefs with interactive demonstrations, and enjoy exclusive dishes and cocktails in a Speakeasy fashion courtesy of the DC Craft Bartender's Guild.

Taste of the Nation Washington, DC will be one of more than 45 events taking place throughout the country to raise funds to end childhood hunger in America.

WHY SPONSOR?

Taste of the Nation presents an opportunity to target affluent, well-educated, charity-minded individuals. Cash and in-kind sponsorships underwrite all event costs. **With the event moving to the Mellon Auditorium in 2009, new opportunities exist for top sponsors, including exclusive rooms, naming rights, and many more.**

ABOUT SHARE OUR STRENGTH

Share Our Strength® is a national organization working to make sure no kid in America grows up hungry. We weave together a net of community groups, activists and food programs to catch children at risk of hunger, and ensure they have nutritious food where they live, learn and play.



TASTE OF THE NATION DC SPONSORSHIP LEVELS

LOCAL PRESENTING SPONSOR (\$20,000) ***Limited to one sponsor***

- Category exclusivity for Washington, DC event
- Naming rights for VIP Lounge or Auction with opportunity to display signage
- Private Room in VIP Lounge (*New this year!*)
- 40 VIP tickets
- Premier positioning of logo on all print pieces (deadline Jan. 31) and city event web site
- Inclusion in all press releases; recognition in local print/broadcasting media when possible
- Premier positioning of full page ad in event program
- Logo inclusion on “wall of thanks” at event
- Public announcement recognizing sponsorship during event
- Opportunity to include product in VIP goody bags (500)
- Opportunity to purchase additional tickets at discount

PLATINUM SPONSOR (\$10,000)

- 15 VIP tickets and 10 general admission tickets
- Logo inclusion on all print pieces (deadline Jan. 31) and city event web site
- Inclusion in all press releases; recognition in local print/broadcasting media when possible
- Logo inclusion on “wall of thanks” at event
- Public announcement recognizing sponsorship during event
- ½ page ad in printed event program
- Opportunity to include product in VIP goody bags (500)
- Opportunity to purchase additional tickets at discount

GOLD SPONSOR (\$5,000)

- 8 VIP tickets and 4 general admission tickets
- Logo inclusion on all print pieces (deadline Jan. 31) and city event web site
- Recognition in local print and broadcasting media, in accordance with print deadlines.
- Name included on “wall of thanks” at event
- Public announcement recognition during event
- Name recognition in event program sponsor listing
- ½ page ad in printed event program



TASTE OF THE NATION DC SPONSORSHIP LEVELS

SILVER SPONSOR (\$2,500)

- 6 VIP tickets and 2 general admission tickets
- Name included on “Wall of Thanks” at the event
- Name recognition in event program sponsor listing

HONARARY CHEF SPONSOR (\$1,000)

- Two (2) VIP tickets
- Place card recognizing sponsorship on table of VIP chef
- Name recognition in event program sponsor listing

RESTAURANT/MIXOLOGIST SPONSOR (\$500)

- Two (2) General Admission tickets
- Place card recognizing sponsor on restaurant table
- Name recognition in event program sponsor listing