



“Fables & Tables”
40th Year Anniversary Gala

Sponsorship Proposal/Event Overview

1. EVENT OVERVIEW

Name of Event: “Fables & Tables” 40th Year Anniversary Gala

Date(s): **Thursday, October 11, 2012; 6:30-9:30 PM**

Expected Audience: **Over 15,000 online users and 500 gala attendees**

Event summary: *Fables & Tables* will serve as a creative fundraising event to benefit Interfaith Works, a long-standing nonprofit in Montgomery County serving low-income and homeless neighbors. Using the “Empty Bowls” international fundraising model this event will be unique, family-oriented, and promote community engagement.

All gala attendees will receive a commemorative decorated bowl from a local artisan to memorialize the many empty bowls that are in our community every night. All food is donated by local restaurants, ensuring overhead costs are non-existent. Every dollar from your company’s sponsorship commitment will benefit the mission and programs of Interfaith Works.

A pre- or post- event reception will give VIP donors an opportunity to mix and mingle with elected officials, gala committee, and a celebrity chef and/or restaurateur. The main event will feature a performance by Adventure Theater, a local youth performance troupe.

Marketing Campaign: Interfaith Works will engage in a full marketing campaign to ensure the success of the anniversary gala to include radio, media, and press promotions.

2. ABOUT INTERFAITH WORKS

- 501(c)3 nonprofit agency, and nonsectarian interfaith coalition of over 165 congregations of diverse faiths working together to meet the needs of the poor and homeless in Montgomery County, Maryland.
- We are *Supporting Individuals, Empowering Families, and Transforming Communities* everyday with a dedicated and committed staff of **100 employees, 25 board members, and nearly 7,000 volunteers.**
- Our **Homeless & Housing** services program provides **135,000 meals to 744 homeless men and women, and 65,000 nights of shelter.**
- The **Interfaith Works Clothing Center** provides over **\$4.54 million** in clothing and household goods, free of charge, to **16,000 neighbors** in need – helping them to stretch their resources.
- Our **vocational service** program helps to train, counsel, and offers job-placement services to **100 job-seekers** annually.
- Our **emergency support** program provides **\$200,000** of assistance through emergency grants and loans to families and individuals in financial crisis.

3. SPONSORSHIP OPPORTUNITIES

We will create several platforms to feature sponsors prominently at this event – **ALL LEVELS CAN BE CUSTOMIZED FOR MAXIMUM EXPOSURE.**

- **FOUNDING (\$10,000)**
 - **Ten (10)** Gala tickets (premium seating) for you and your colleagues;
 - Admittance to VIP Reception with Celebrity Chef/Restaurateur;
 - Opportunity to address the audience at the VIP reception; and general event
 - Name/Logo listed as major event underwriter in program and signage;
 - Logo on print materials and collateral (press release, website, social media)*
 - **One (1) full-page FULL COLOR** advertisement in commemorative anniversary program (premium placement);
 - Company name, and hyperlinked logo on IW website and event website;
 - Membership in *Corporate Circle* – entitles your company to a customizable team-building volunteer experience at an Interfaith Works' program;
 - Team-building activity for Ten (10) employees with partner art studio to create company-branded bowls for event; and
 - Sponsor Recognition Table (for distribution of corporate materials).

- **LEGACY (\$7,500)**
 - **Seven (7)** Gala tickets (premium seating) for you and your colleagues;
 - Admittance to VIP Reception with Celebrity Chef/Restaurateur;
 - Name/Logo listed as major event underwriter in program and signage;
 - Logo on print materials and collateral (press release, website, social media)*
 - **One (1) full-page FULL COLOR** advertisement in commemorative anniversary program;
 - Company name, and hyperlinked logo on IW website and event website;
 - Team-building activity for Seven (7) employees with partner art studio to create company-branded bowls for event; and
 - Sponsor Recognition Table (for distribution of corporate materials).

- **HEIRLOOM (\$5,000)**
 - **Five (5)** Gala tickets (premium seating) for you and your colleagues;
 - Admittance to VIP Reception with Celebrity Chef/Restaurateur;
 - Name/Logo listed as major event underwriter in program and signage;
 - Logo on print materials and collateral (press release, website, social media)*
 - **One (1) half-page FULL COLOR** advertisement in commemorative anniversary program (premium placement);
 - Company name, and hyperlinked logo on website;
 - Team-building activity for Five (5) employees with partner art studio to create company-branded bowls for event; and
 - Sponsor Recognition Table (for distribution of corporate materials).

- **BENEFACTOR (\$2,500)**
 - **Four (4) Gala tickets** (premium seating) for you and one guest;
 - Admittance to VIP Reception with Celebrity Chef/Restaurateur;
 - Name/Logo listed as event underwriter in program and signage;
 - **One (1) half-page FULL COLOR** advertisement in commemorative anniversary program;
 - Company name, and hyperlinked logo on website; and
 - Team-building activity for Four (4) employees with partner art studio to create company-branded bowls for event.

- **CONTRIBUTOR (\$500)**
 - **Two (2) Gala tickets** (premium seating) for you and one guest;
 - Admittance to VIP Reception with Celebrity Chef/Restaurateur;
 - Name/Logo listed as event underwriter in program and signage; and
 - **One (1) quarter-page FULL COLOR** advertisement in commemorative anniversary program.

DONOR BENEFITS

Corporate Social Responsibility

We ask our corporate sponsors for several things. First, we ask for a donation. Then we ask them for a description of their product or service and logo to support the event website. Then (and here's the important part), we ask them to help us promote the event. By doing this with each sponsor and with each member of the community, every sponsor gets exposure to an exponentially larger target audience. This kind of advertising you cannot buy. It tells prospective consumers not only what your product does, but that the people behind the cause are supporters of helping those in need; demonstrating their social responsibility.

Win! Win! Win!

So, think about it. What can you give this year for this worthy cause? This will be an annual event. We are happy to customize all of our sponsorship packages to best suit your company's needs. Dig deep. This is a great cause. Also, this format offers us a unique opportunity to do something GREAT for our Montgomery County neighbors in need; and help to promote and advertise your business. It's a win for Interfaith Works, it's a win for your company, and it's a win for the people who attend the event. What could be better?

FABLES & TABLES 2012 SPONSORSHIP PLEDGE FORM
Event Date: Thursday, October 11, 2012
Location: Julia Bindeman Suburban Center
Washington Hebrew Congregation, 11810 Falls Road Potomac, Maryland

Please count me in as a sponsor at the following level:

- Founding Sponsor (\$10,000)
- Legacy Sponsor (\$7,500)
- Heirloom Sponsor (\$5,000)
- Benefactor Sponsor (\$2,500)
- Contributor Sponsor (\$500)



CONTACT INFORMATION

Contact Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ FAX: _____

Email: _____

PAYMENT INFORMATION (Interfaith Works' Tax Identification Number is 52-1072684)

____ Check (please make payable to Interfaith Works)

____ Credit Card

Check One: __ VISA __ MASTERCARD __ AMERICAN EXPRESS __ DISCOVER

Cardholder Name: _____

Card Number: _____ Expiration Date: _____

3 digit or 4 digit security code _____ Signature _____

I understand that by signing this sponsorship form, I agree to the sponsorship level indicated above on behalf of my company.

Signature

Date

PLEASE RETURN THIS FORM BY MONDAY, SEPTEMBER 24, 2012* TO:

Nina Golding, Development Director

Interfaith Works, 114 W. Montgomery Avenue, Rockville, Maryland 20850

FAX: 301-762-8773 TELEPHONE: 301-315-1092

*For inclusion of company name and logo (if applicable) on event materials as described in the Sponsorship Benefits, please return all materials by Monday, September 24, 2012. If sponsorship pledge is received after September 24, all efforts will be made on the part of Interfaith Works for inclusion on all remaining printed materials. All other Sponsorship Benefits will apply.