



# 2012 Sponsorship Opportunities

## Taste of the Nation New York City

100% of proceeds fund Share Our Strength's work to end childhood hunger in the United States.





# GROWING UP HUNGRY

**Nearly 16 million kids in America struggle with hunger.**

That's 1 in 5 who don't have consistent access to enough nutritious food to lead healthy, active lives.

**In New York City, 1 in 5 children who live beneath the poverty line and suffer food insecurity. That's a polite way to say 'hunger'.\***

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. Think about it the next time you walk past a playground or school: one, two, three, four, hungry.

Share Our Strength's Taste of the Nation® is the nation's premier culinary benefit dedicated to making sure no kid in America grows up hungry.

*\*2008, New York City Coalition Against Hunger*



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

**APRIL 30, 2012**

**82 MERCER**

82 Mercer Street, New York City, 10012

VIP PRICE: \$425

GENERAL PRICE: \$225

**EXPECTED ATTENDANCE: 1000**



**THE VALUE OF  
YOUR SUPPORT**

**100% of proceeds help ensure no kid  
in America grows up hungry.**

**WHY SPONSOR?**

Taste of the Nation presents an opportunity to target affluent, well-educated, charity-minded individuals. **Most of all, you can make a difference.**

**Poverty is complex;  
feeding a child is not.**

**OUR GOAL:  
END CHILDHOOD HUNGER BY 2015**

**ABOUT TASTE OF THE NATION**

**Share Our Strength's Taste of the Nation® is the premier culinary benefit dedicated to making sure no kid in America grows up hungry.** Each spring and summer, the nation's hottest chefs and mixologists donate their time, talent and passion at nearly 40 Taste of the Nation events across the United States and Canada with one goal in mind: to raise the critical funds needed to end childhood hunger in America by 2015.

Taste of the Nation events are nationally supported by American Express, Sysco, Food Network, Brown-Forman, S.Pellegrino Sparkling Natural Mineral Water and Stella Artois. Since 1988, Taste of the Nation has raised more than \$76 million.

In New York City, Taste of the Nation brings together NYC's finest chefs and restaurants, mixologists, cookbook authors, and top corporations and individuals to raise the critical funds needed to end childhood hunger in America by 2015. This year, our goal is to raise \$300,000 to ensure that no child in New York City grows up hungry – and to get there, we need your help.

**ABOUT SHARE OUR STRENGTH**

In the world's wealthiest nation, no child should grow up hungry. Share Our Strength® is the leading national organization working to end childhood hunger in the US.

Through the No Kid Hungry Campaign™—a national effort to end childhood hunger in America by 2015—Share Our Strength is connecting families facing hunger with the programs that can help them. Our focus is on long-term change, the difference between just feeding a child today and making sure that children in the United States never go hungry again.

Nationally, Share Our Strength's No Kid Hungry Campaign provides leadership, raises awareness, and advocates for change that will end childhood hunger in America. Locally, No Kid Hungry provides funding for the most effective anti-hunger organizations and builds partnerships that bring together policymakers, nonprofits, community groups, local governments and businesses to end childhood hunger, state by state.



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# TASTE OF THE NATION



## TASTE OF THE NATION REACHES COVETED DEMOGRAPHICS\*:

- **HIGH INCOME**  
36% with household income > \$125,000
- **WELL EDUCATED**  
80% college grads; 40% post-grads
- **BOOMERS, GEN-X'ERS, MILLENNIALS**  
21% 18 – 34 years old; 27% 35-44 years old; 24% 45-54 years old
- **FREQUENT DINERS**  
26% eat out 10 or more times/month

\*Data from a survey of Taste of the Nation online ticket purchasers in select cities conducted by Share Our Strength from May – August 2011.

## ATTENDEES LOVE THE EVENT AS WELL AS THE CAUSE:

- **ENJOY THE EVENING**  
96% of attendees had a good to excellent experience  
99% of attendees plan to return the following year
- **AWARE OF CAUSE**  
98% of attendees are aware that 100% of event proceeds fund Share Our Strength's mission
- **DRIVEN BY VALUES**  
89% of attendees say they chose to attend Taste of the Nation because of their knowledge of the cause

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



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# TASTE OF THE NATION NEW YORK CITY

**Taste of the Nation New York City is the only NYC food and beverage event dedicated to ending childhood hunger.**

Organized by leaders from every industry, the event draws an audience of nearly 1200 culturally-engaged, affluent professionals who are as passionate about ending childhood hunger in the United States as they are about sampling the best tastes from the top restaurants in New York City.

Featuring over 50 restaurants, 20 wineries, and a dozen of the city's top mixologists, Taste of the Nation NYC also wows guests with live entertainment and a silent auction.

## **2011 LOCAL SPONSORS:**

American Express • China Grill Management • Food & Wine Magazine • Groupon • Hampshire Hotels & Resorts • L'Ecole • Southern Wine and Spirits • Union Square Hospitality Group • Workman •

## **2011 TABLE SPONSORS:**

Chef Maria Loi • Graeter's Ice Cream • Lake Placid Lodge – Artisans Restaurant • Primizie Fine Foods • Shawmut • SUSHISAMBA •

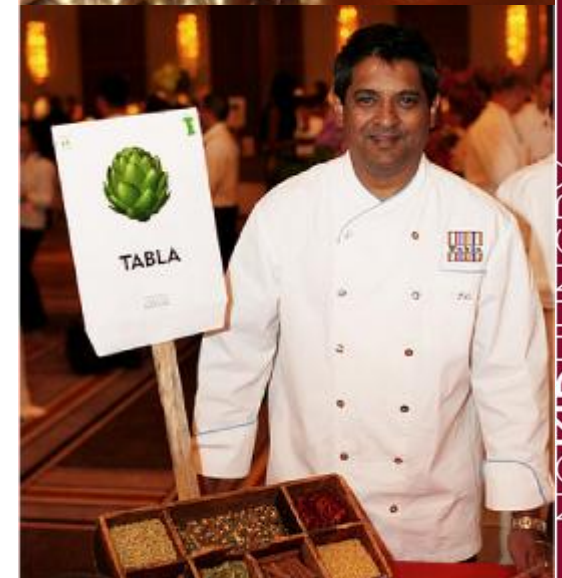
## **2011 BEVERAGE SPONSORS:**

Death's Door • DeLonghi • Don Q Rum • Hakutsuru Sake • Hendrick's Gin • Ommegang • Rums of Puerto Rico • Zacapa Rum •

## **2011 HONORARY CHAIRS:**

Jeffrey Chodorow • Dana Cowin • Ben Leventhal • Danny Meyer • Terry Zarikian • Geoffrey Zakarian • Dorothy Cann Hamilton •

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# 2011 Participating Talent

A Voce • ABC Kitchen • Ai Fiori\* • Aquavit • Artisans Restaurant at Lake Placid Lodge • Asia de Cuba • Bar Basque • Blue Hill • Blue Smoke • Buttermilk Channel • Café 2/Terrace 5 • Casa Mono & Bar Jamon • Char No. 4 • China Grill • Dirt Candy • Ed's Chowder House • Edi & The Wolf and Seasonal Restaurant & Weinbar • Eleven Madison Park\* • Gramercy Tavern • Hill Country Chicken • Kin Shop • Landmarc • L'Artusi • L'Ecole: The Restaurant at the International Culinary Center • Maialino • Market Table • Mercadito • Octavia's Porch • Picholine • Pies 'n' Thighs • Porsena • Public • Red Rooster • Restaurant Marc Forgione • Roberta's • Rouge Tomate • South Gate • SUSHISAMBA • Tanuki Tavern • Telepan • The Lambs Club • The Lion\*\* • The Meatball Shop • The Modern • The Stanton Social • Tia Pol • Union Square Café • Untitled • Vandaag •

## Mixologists

1534 • Clover Club • Death & Company • Dram • Dutch Kills • Employees Only/Macao • Little Branch • PKNY • Pegu\* • PDT •

\*VIP Lounge

\*\*American Express Lounge

## Book Signings

Amanda Hesser • Floyd Cardoz • Gabrielle Hamilton • Laura Lensiero • Marcus Samuelson • Melanie Dunea • Melissa Clark • Melissa Vaughn • Peter Berley • Sandra Lee • Sara Jenkins • Sara Moulton



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# OUR IMPACT

At Share Our Strength, we don't just talk about ending childhood hunger in America – we have a strategic plan to do it. It begins with supporting the most successful organizations working to end hunger in the United States while simultaneously focusing our efforts on four primary areas, including:

- **Increasing access** to public and private programs that provide food to children and their families;
- **Strengthening community resources** that connect children to healthy food;
- **Improving families' knowledge** about available programs and how to get the most from limited resources; and
- **Supporting nutrition education** for low-income families.

In the summer of 2010 Share our Strength funded the first-ever NYC Summer Meals Truck, providing meals to kids in the city as they played at parks and recreation centers. In that time additional meals were distributed to children who might otherwise have gone hungry during the summer months.





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# TASTE OF THE NATION NYC POTENTIAL SPONSORSHIP BENEFITS INCLUDE:

**Taste of the Nation NYC** offers a great opportunity to reach coveted demographics in the tri-state area. We will work with you to develop a customized sponsorship package, suited to your businesses goals. With your support, we can help ensure a hunger-free future for every child in New York City and across America.

Thank you in advance for your consideration!

**FRANCINE COHEN**

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- Logo placement as Local Premier Sponsor including all Print Media (national and local magazines and newspapers); Television PSAs; Event Website (including click-through); Social Media; and Event Letterhead / Invitations\*
- Branding rights: VIP lounge, stage, gift bags, wine glasses, after party
- Featured advertisement in Virtual Journal screened twice per loop throughout the duration of the event; opportunity to supply creative for ad
- Opportunity for inclusion in post-event email sent to all attendees – ideal for sending discount offers and other incentives
- Sampling or promotional opportunities on site night of event, including tables
- Public announcement recognizing sponsorship during event
- Ticket packages- VIP tickets with access to VIP lounge
- Group General Admission tickets - ideal for client entertainment or employee recognition
- Inclusion of product into 1200 attendees gift bags (General Admission and VIP) and 100 Chef/Mixologist gift bags
- Opportunity to purchase additional tickets at a discount
- Dinner for 4 including wine pairings at Taste of the Nation participating restaurant
- Exclusive local branding in VIP Room
- Logo placement as VIP Room Sponsor on all applicable ads and event invitations, including event website (with click-through)
- Opportunity to host an after-party

*\*Previous media partners included Food & Wine Magazine, Edible Manhattan, New York Post, and WNBC Television.*



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Thank you in advance for your consideration!

We hope to see you in April 2012 at Taste of  
the Nation NYC!

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