



*great Food,
great Drink,*
GREATER CAUSE

2012 Sponsorship Opportunities

Taste of the Nation New Haven

March 14th, 2012

100% of ticket sales supports Share Our Strength's efforts to end childhood hunger.



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



GROWING UP HUNGRY

More than 16 million kids in America struggle with hunger.

That's one in five who don't have consistent access to enough nutritious food to lead healthy, active lives. They live in food-insecure households and as a result, they struggle with 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: it affects black, white, Asian and Hispanic, short and tall, thin and chubby.

In New Haven 24.2% of people live below the poverty line.

— U.S. Census Bureau, ACS, 2007

In Connecticut an average of 105,806 (13.0%) children under 18 years of age are food insecure.

— Feeding America Report, May 2009

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



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EVENT DETAILS

Wednesday, March 14, 2012
Yale Commons at Woolsey Hall
500 College Street
New Haven, CT 06511

TICKETS

GENERAL ADMISSION \$85 (6 – 9 PM)
VIP \$150 (5 – 9 PM)

EXPECTED ATTENDANCE: 500



**THE VALUE OF
YOUR SUPPORT**

100% of ticket sales support Share Our Strength's efforts to end childhood hunger.

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.

On the pages that follow, you'll learn about the opportunities available to you so that you, too, can make a difference.

Poverty is complex; feeding a child is not.

Please join us!

**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 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 \$73 million.

In New Haven, Taste of the Nation brings together the finest chefs and restaurants, 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 \$85,000 to ensure that no child in New Haven grows up hungry.

ABOUT SHARE OUR STRENGTH

Share Our Strength®, a national nonprofit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives. Through its No Kid Hungry® Campaign—a national effort to end childhood hunger in America by 2015—Share Our Strength ensures children in need are enrolled in effective federal nutrition programs; invests in community organizations fighting hunger; teaches families how to cook healthy, affordable meals; and builds public-private partnerships to end childhood hunger, at the state and city level. Working closely with the culinary industry and relying on the strength of its volunteers, Share Our Strength hosts innovative culinary fundraising events and develops pioneering cause marketing campaigns that support No Kid Hungry. Visit Strength.org to get involved.



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TASTE OF THE NATION

New Haven



TASTE OF THE NATION REACHES COVED DEMOGRAPHICS*:

- **HIGH INCOME:** 36% with household income > \$125,000
- **WELL EDUCATED:** 80% college grads; 40% post-grads
- **BOOMERS & GEN-X:** 24% 45-54 years old; 27% 35-44 years old; 21% 34 & Under
- **FREQUENT DINERS:** 26% eat out 10 or more times/month
- **SOCIALLY AWARE:** 98% reported awareness of the impact of ticket sales on Share Our Strength's mission

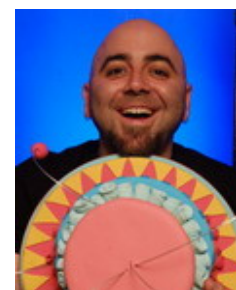
*Data from a survey of Taste of the Nation online ticket purchasers in select cities conducted by Share Our Strength from May – August 2011.

At Taste of the Nation New Haven attendees will enjoy tastings from the area's top chefs and restaurants, and sample fine wines, Belgian beers, and premium spirits. Guests will also enjoy live entertainment, a silent and auction and mingle with nationally recognized culinary talent.

2011 HONORARY CHEFS INCLUDED:



**Legendary Chef
Jacques Pépin**



**Duff Goldman
Ace of Cakes**



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 2011, proceeds from Taste of the Nation New Haven will locally supported these organizations that are dedicated to fighting childhood hunger.

CHRISTIAN COMMUNITY ACTION

A social service organization that provides emergency food, housing and support for the homeless in New Haven.

CONNECTICUT FOOD BANK

The largest centralized source of donated, emergency food in Connecticut.

CONNECTICUT NO KID HUNGRY CAMPAIGN

Increases participation in federal nutrition programs including summer meals programs and after school supper programs.

END HUNGER CT!

An organization which promotes funding and access to nutrition assistance programs, and speaks out to help eliminate the root causes of hunger through advocacy, public policy and outreach.



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WWW.TASTE OF THE NATION.ORG

TASTE OF THE NATION NEW HAVEN 2012 SPONSORSHIP BENEFITS INCLUDE:

- Company named as Local Presenting Sponsor for the event
- Product category exclusivity at the 2011 New Haven event
- Opportunity for live comments (*2 minutes*) during the event
- Ticket packages
- Premiere position for even signage; opportunity to hang banners
- Company name listed in press releases
- Company logo on printed pieces
- Logo or listing on New Haven's webpage: www.TasteOfTheNation/NewHaven
- Product or literature in Chef & VIP goody bags
- Company recognition in opening remarks

THANK YOU IN ADVANCE FOR YOUR CONSIDERATION!

WE HOPE TO SEE YOU AT TASTE OF THE NATION NEW HAVEN ON MARCH 14, 2012!

Taste of the Nation offers a unique opportunity to reach coveted demographics in our community. With your support, we can help ensure no child in New Haven and across America grows up hungry. If you are interested in supporting Taste of the Nation New Haven please contact us.

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