

*Farm to Table(aux)*®

*Benefiting*

CASA - COMMUNITY ACTION STOPS ABUSE

THE ART AND SOUND OF STANDING UP TO SILENCE



**CASA**

STAND UP TO SILENCE





**CASA's 2<sup>nd</sup> Annual**  
*Farm to Table(aux)*

**The Art & Sound of  
Standing Up To Silence**

**Saturday, March 23, 2019 • 6:00 - 9:30 pm**  
**The Vinoy Renaissance Hotel St. Petersburg**  
**501 5<sup>th</sup> Avenue NE, St. Petersburg, FL 33701**

Farm to Table(aux) is a fundraising event uniting farm-to-table cuisine with the theatrical French concept of Tableaux Vivant. Farm-to-table chefs rely on traditional farmhouse cooking, with its emphasis on freshness, seasonality, local availability, and simple preparations in an artistic way.

Tableaux Vivant, French for living pictures, describes a group of costumed actors or artist's models, representing scenes from literature, art, history, or everyday life on a stage. They are carefully posed and theatrically lit. Tableaux can vary in complexity and size, from theatrical troupes to stylish solos, historical or contemporary, indoors or out.

**GUEST PROFILE**

Charity supporters, socially conscious and community- minded  
Creative, outside-the-box thinkers  
Environmentally-conscious  
Enjoy wine and unique cuisine  
On average, guests donate/spend \$200-\$600 per event



# ABOUT US

## CASA'S STORY

For over 40 years CASA's services have been a platform for survivors to find strength and independence. Each year, more than 10 million individuals are silenced by domestic violence. Our programs bring safety and stability to survivors through community action. Historically, neighbors have remained seated in the fight against intimate partner crime by treating it as a private family matter. This fallacy further isolates victims. We invite the community to join us in speaking out against abuse. Together, if we **Stand Up to Silence**, we can end domestic violence.

## CONTACT INFORMATION:

[www.casa-stpete.org](http://www.casa-stpete.org)

For more information, contact CASA at (727) 895-4912 or [info@casa-stpete.org](mailto:info@casa-stpete.org)

## CORE PROGRAM AREAS

- 24-Hour Hotline
- Confidential Shelter & Non-Residential Programs
- Empowerment-Based Advocacy
- Support Groups
- Legal Advocacy
- Economic Empowerment & Community Referrals
- Childhood "Peacemaker" Violence Prevention Program
- Educational Programs for Children & Adults
- CPI Team Support
- Community Education & Corporate Trainings

# THE INAUGURAL CASA

## *Farm to Table (aux)*

Over 400 community members came together to "Eat Drink, and be Artsy" while raising awareness for domestic violence prevention.



# MARKETING STRATEGY

## Printed Save-the-Date:

A postcard formally announcing the event date and theme will be distributed to targeted lists of donors, members, and charity-event supporters. Expected audience: 5,000+

## Printed Invitation:

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters. The invitation will include recognition for select sponsors and event details. Expected audience: 3,000+

## Newsletters/E-Promotions:

Will be emailed to the entire network of CASA subscribers. Includes save-the-date, invitation, and various event details and entertainment promotions.

## Webpage:

The Farm to Table(aux) website ([farmtotableaux.com/casa](http://farmtotableaux.com/casa)) will be updated with event and sponsor information and include links to sponsor webpages.

## Social Media:

With an audience of 6,000 spread across social media outlets, CASA 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, CASA program information, and live and silent auction item descriptions.

+ MUCH MORE!





# \$25,000 EXCLUSIVE PRESENTING SPONSOR

Take flight with us! We are offering an exclusive sponsorship for the presenting rights to Farm to Table(aux). 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 CASA, Presented by “Your Company Name/Logo Here”).

## Presenting Sponsorship benefits include:

- Welcome remarks from company representative
- Two prominent tables with seating for 16 VIP guests
- Acknowledgment as the exclusive Presenting Sponsor and logo on all print and electronic promotional materials
- Acknowledgment 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 approved by CASA)
- One room / 2-night hotel stay
- Full-page advertisement on the inside front cover of the commemorative event 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 2020 FTT event
- Recognition in CASA Newsletter
- Invitation for six of your company representatives to attend a post-event party (TBD)



## **BON VIVANT SPONSOR - \$10,000**

**(multiple available)**

- A \$10,000 investment in a safer community
- On-stage verbal recognition and prominent signage at the event
- Full-page ad in commemorative event program
- One night hotel stay (one room)
- Opportunity to promote business with product placement at event
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Name-inclusion in the event program and on the invitations when secured 30 days prior to event. Logo featured on screen.
- Prominent table seating for up to 12 VIP guests and swag bags

## **CULINARIAN SPONSOR - \$7,500**

**(multiple available)**

- A \$7,500 investment in a safer community
- Half-page ad in commemorative event program
- One night hotel stay (one room)
- Opportunity to promote business with product placement at event
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Name-inclusion in the event program and on the invitations when secured 30 days prior to event. Logo featured on screen.
- Table seats for up to 8 VIP guests and swag bags

## **COMPOSER SPONSOR - \$5,000**

**(multiple available)**

- A \$5,000 investment in a safer community
- Quarter-page ad in commemorative event program
- Opportunity to promote business with product placement at event
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Table seats for up to 8 VIP guests and swag bags
- Name-inclusion in the event program and on the invitations when secured 30 days prior to event. Logo featured on screen.



# MENU OF ADDITIONAL OPPORTUNITIES

## **Wine Wall & Commemorative Glass - \$10,000 (1 available)**

Each guest receives a souvenir stemless wine glass that can be used for wine from the named Wine Wall at the event. This glass gives the perfect opportunity for you to leave an impression as guests sip throughout the night and as they relive memories from this magical day. Benefits Include: Logo on wine glasses + 4 individual tickets.

## **Artisan Cocktail & Commemorative Glass \$10,000 (1 available)**

Shaken or stirred, you'll be the taste of the evening. Each guest receives a souvenir cocktail glass that can be used for the named artistic alcoholic creation served during the cocktail hour. This is sure to be a highlight of the evening. Benefits Include: Your logo prominently displayed on cocktail glasses and your logo on signage at the drink station + 4 individual tickets.

## **Reception Host - \$7,500 (1 available)**

Our event begins with a spirited one-hour reception where guests meet and mingle among interactive and engaging tableaux while enjoying farm to table gourmet bites and beverages. As the reception host, your logo and branding will be featured in floor decals and signage throughout the space which will make a strong first impression on event guests. Benefits Include: Logo on floor decals and signage, recognition in the commemorative event program + 6 individual tickets.

## **Décor - \$6,000 (1 available)**

We bring the Farm to Table(aux) experience to life through thematic décor throughout the event space and your logo can be prominently displayed on every guest table! Benefits Include: Your logo and branding exposure on signage at every guest table (approx. 40) + 4 individual tickets.

## **Stage Crew - \$6,000 (1 available)**

"Stage Crew" volunteers and hotel service staff alike will be working the room and engaging more than 400 guests throughout the evening. This is a great opportunity to showcase your brand on a t-shirt bearing your logo. Benefits Include: Your logo and branding exposure on the "Stage Crew" T-shirts + 4 individual tickets.

## **Tableaux Vivant - \$4,000 (6 available)**

Soar into the world of art! All eyes are on the tableaux vivant pieces during the event. Benefits Include: Your logo next to the tableaux with special photo opportunities during the event and recognition in the commemorative event program. + 4 individual tickets.

## **Take Home Dessert - \$4,000 (1 available)**

Display your logo on delectable desserts provided to all event guests. Benefits Include: Your logo and branding exposure on the dessert packaging + 4 individual tickets.



## MENU OF ADDITIONAL OPPORTUNITIES

### **Valet - \$3,500 (1 available)**

Send them home with one last message about your company and CASA's mission, printed on a hanging tag that dangles from the review mirror. The custom tag includes your logo plus a phrase like "XXX is happy to help CASA achieve their mission." Benefits Include: Name recognition at valet + 4 individual tickets.

### **Mystère Box - \$3,500 (1 available)**

100 tickets for sale, and only one will unlock the mystery. What's in the box? All will be revealed the day of the event. Your brand will be featured as the Mystère Box sponsor. Benefits Include: Logo on all raffle materials + 4 individual tickets.

### **Lagniappe - \$3,000 (1 available)**

All event attendees receive reusable tote bags to take home, giving the guest a little something extra. Branded logos and company recognition will be incorporated onto the bag selected. Benefits Include: Your logo on one side of a high-quality tote bag + 4 individual tickets

### **Fountain of Youth Non-Alcoholic Beverage - \$3,000 (1 available)**

Help our fabulous attendees hydrate at the Fountain of Youth water station. Elegant signage and your logo on bottled waters. Benefits Include: Elegant signage + 4 individual tickets

### **Napkin - \$3,000 (1 available)**

Have your logo prominently included alongside CASA's on co-branded beverage napkins. You will have repeated brand exposure throughout the night as guests use fresh napkins with their drinks. Benefits Include: Your logo on napkin + 4 individual tickets.

## TABLE HOSTS

### **VIP Friends Table \$2,500 (multiple available)**

Treat 7 of your friends to a VIP experience at this amazing event. Benefits Include: Name-inclusion in the event program and on table signage + 8 individual tickets

### **Patrons for Peace - \$1,000 (multiple available)**

Dine in a special section dedicated to visionaries funding peace in our communities. Benefits Include: Preferred seating, name recognition in program + 2 individual tickets.

*Farm to Table(aux)*

## SPONSOR REGISTRATION

**CASA**  
STAND UP TO SILENCE



PRESENTING (\$25,000)  BON VIVANT (\$10,000)  CULINARIAN (\$7,500)  COMPOSER (\$5,000)

Custom \$ \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_

Charge my Credit Card for \$ \_\_\_\_\_

**Please Circle:**      Visa      MasterCard      Amex      Discover

CC#: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

For more information go to [www.casa-stpete.org/event/farm-to-tableaux](http://www.casa-stpete.org/event/farm-to-tableaux)

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