



Food for Thought
at the Tower Club

Sponsor
information

Overview

The second annual Food for Thought at the Tower Club is a celebrity chef fundraiser benefitting Big Thought that features artistically prepared food by chefs like Blythe Beck of Central 214, former Next Food Network Star contestant Lisa Garza of Pantry Organics and Marco Martinez of Matt's Rancho Martinez. The event also features open premium bar, silent auction, live entertainment, and a special award presentation to Ebby Halliday for her contributions to Dallas education. The event will take place on July 10, 2010 from 7 pm to 11 pm at the prestigious Tower Club in downtown Dallas. Visit our website at www.foodforthoughtdallas.com.

The inaugural event in 2009 boasted over 300 attendees and raised over \$16,000! Our goal in 2010 is \$30,000, and we expect to have approximately 400 guests.



Proceeds

Food for Thought at the Tower Club specifically supports Big Thought's program Creative Solutions, which gives at-risk teens a positive outlet for self-expression, teaches job skills and college readiness and helps them channel their energy and creativity into worthy pursuits. Taught by professional artist-mentors, students in the program receive visual or performing arts training and often discover raw talent, instilling confidence and inspiring them to stay in school, go on to college and seek new career paths. In 2004, Creative Solutions was honored with a national *Coming Up Taller Award* by the President's Committee on the Arts and the Humanities for its efforts to equip teens with valuable life skills and to encourage creative thinking, problem-solving and teamwork. You can learn more about Big Thought and Creative Solutions at bigthought.org.



Sponsorship

We offer various levels of sponsorship with differing levels of benefits. All sponsorship packages include a certain number of tickets to the event along with marketing exposure for your company both before and during the event. See the following page for details.

Award

Each year we honor a local civic leader with the Gavel of Excellence for Promoting Education. In 2009 our honoree was Jim Keyes, the CEO of Blockbuster, Inc. and the award was presented to him by State Representative Rafael Anchia. We are proud to announce this year's Gavel of Excellence award recipient is Ebby Halliday.





Presented by the Dallas Association of Young Lawyers

UNDERWRITING CONTRACT – FOOD FOR THOUGHT AT THE TOWER CLUB – JULY 10, 2010 – 7 PM TO 11 PM
BENEFITING BIG THOUGHT WHOSE MISSION IS TO MAKE IMAGINATION A PART OF EVERYDAY LEARNING
www.foodforthoughtdallas.com

Name of Company or Individual _____
(please include salutation as you would like it to read, Dr. and Mrs., Mr. and Mrs., Dr., Miss, etc.)

Address _____ City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Correct listing for printed materials if different than above _____

SPONSORSHIP INFORMATION

☐ **CHEF de CUISINE – PLATINUM SPONSOR \$2,500**

10 complimentary passes to the event ° Large logo on all printed marketing material ° Logo on front page of web site ° Logo in all media advertisements, posters and banners, and on sponsor page of website with link to company web site ° Sponsor recognition on electronic announcements to DAYL membership ° Ability to place company easel at the event site in the elevator lobby ° Table space for product literature in the registration area ° Announcement acknowledging sponsorship by event Master of Ceremonies ° Exclusive VIP introduction to Celebrity Chefs ° Option to donate two door prizes valued at \$100 or more ° Name on recognition sign provided by DAYL at event entrance.

☐ **EXECUTIVE CHEF – GOLD SPONSOR \$1,500**

6 Complimentary passes to event ° Medium logo on all printed marketing material ° Logo in all media advertisements, on all posters and banner, and on sponsor page of website with link to company web site ° Sponsor recognition on electronic announcements to DAYL membership ° Name on recognition sign provided by DAYL at event entrance.

☐ **SOUS CHEF – SILVER SPONSOR \$1000**

4 Complimentary Passes to the event ° Small logo on all printed marketing material ° Small logo on sponsor page of website ° Sponsor recognition on electronic announcements to DAYL membership ° Name on recognition sign provided by DAYL at event entrance.

☐ **FRIENDS OF DAYL – \$250 (only available to individuals and firms of 3 or fewer attorneys)**

2 Complimentary passes to the event Name recognition in appropriate printed event material as a Friend of DAYL ° Alternatively, 5 passes can be purchased for \$500 ° Name listed on event website.

☐ **INDIVIDUAL TICKETS TO EVENT – \$75 (number of tickets _____)**

☐ **I/WE ARE UNABLE TO UNDERWRITE THIS YEAR, BUT ENCLOSED IS A DONATION OF \$ _____**

☐ **I/WE PREFER NOT TO BE LISTED IN THE PRINTED MATERIALS**

☐ **Presenting Sponsor– cost and benefits are negotiable. Please contact Mark Melton at 214-979-2952 or at mmelton@hunton.com.**

Please e-mail your logo in jpg and eps format to mmelton@hunton.com for inclusion in brochure, website, and other materials.

Full payment must be received by June 1, 2010 in order to assure recognition in all event materials. Make checks payable to the DAYL Foundation and send completed form to Cherie Harris at 2101 Ross Avenue, Dallas, Texas 75201. For general event information contact Mark Melton at (214) 979-2952 or at mmelton@hunton.com or Brian Garlitz at (214) 736-7168 or at brian@garlitzbell.com.

If paying by credit card:

Please charge my: ☐ Mastercard ☐ Visa ☐ American Express

Expiration Date: ____/____/____

Name as it appears on card _____

Card number _____

Billing Zip Code _____ 3 digit security code _____

Authorized signature _____

Credit card information will be properly destroyed after payment is processed.