

# Sponsorship Opportunities



**DINE OUT WITH THE CHEFS**  
**A CELEBRATION OF THE CULINARY ARTS**

Sunday, October 2, 2011 | Scottsdale Center for the Performing Arts





# DINE OUT WITH THE CHEFS A CELEBRATION OF THE CULINARY ARTS

## Description of the Event

Dine Out with the Chefs celebrates its 6th anniversary with an expanded roster of renowned chefs, live entertainment and other surprises. It is one of the Valley's most exclusive culinary events where guests have the opportunity to mingle with the chefs and to taste their amazing creations, from delicious soups, salads and appetizers to some of their signature dishes and most decadent desserts. Among the many highlights of the event, Laura Slama, executive chef and owner of Celebrated Cuisine, will be doing a cooking demonstration at the Wolf Sub Zero demo stage.

Dine Out with the Chefs was inspired by Pamela Swartz, author of *Dine Out Phoenix: Where to Eat from Chic to Unique* and is produced by Ms. Swartz, Larry Siegel and the Scottsdale Center for the Performing Arts (SCPA). Proceeds benefit the arts education and outreach programs of the SCPA.

Since 1975, the SCPA has been nationally recognized for its quality presentations and model education programs. Annually, the SCPA presents more than 400 performing arts events in theater, dance, classical music, world music, jazz, family presentations and festivals. The SCPA operates under the Scottsdale Cultural Council (SCC), a private non-profit 501(c)(3) corporation that provides arts and cultural services for Scottsdale and surrounding communities

### Marketing plans for Dine Out with the Chefs 2011 include:

- Full-page ad included in SCPA's Season Brochure (100,000 distribution)
- SCPA – Dine Out with the Chefs webpage
- Invitation postcard mailed to a targeted list (4,000)
- Letter with personal invitation from President of SCC to a targeted list
- E-blast announcement and reminders to SCPA's e-mail subscribers (30,000)
- Ongoing postings on social media outlets including Facebook and Twitter
- Advertisements in magazines such as *Desert Living Today*, *Edible Phoenix* and *Frontdoors*
- Invitation postcard distribution through restaurants, Barnes & Noble, area hotel concierges, SCPA, etc.

### Dine Out with Chefs 2010 Sponsors



Solar recycling was sponsored by 

# Details of the Event

<b>Date and Time:</b>	Sunday, October 2, 2011   4:00 p.m. to 6:00 p.m.
<b>Location:</b>	Scottsdale Center for the Performing Arts   7380 E. Second Street, Scottsdale, AZ 85251
<b>Participating Chefs:</b>	<p><b>Eric Howson</b>, Executive Chef, <b>Salvador Prado</b>, Chef de Cuisine <b>Alto ristorante e bar</b>, Hyatt Regency Scottsdale Resort &amp; Spa, Gainey Ranch</p> <p><b>Carolyn Ellis</b>, Chef/Owner, <b>Arcadia Farms</b></p> <p><b>Charles Wiley</b>, Executive Chef, <b>Cafe ZuZu</b>, Hotel Valley Ho</p> <p><b>Laura Slama</b>, Executive Chef/Owner, <b>Celebrated Cuisine</b></p> <p><b>Bernie Kantak</b>, Chef/Owner, <b>Citizen Public House</b></p> <p><b>Lester Gonzalez</b>, Chef, <b>Cowboy Ciao</b></p> <p><b>Beau MacMillan</b>, Executive Chef, <b>elements</b></p> <p><b>Charlene Badman</b>, Executive Chef, <b>FnB</b></p> <p><b>Todd Sicolo</b>, Executive Chef, <b>Conor Favre</b>, Chef de Cuisine <b>Frank &amp; Albert's</b>, Arizona Biltmore</p> <p><b>Paul Carter</b>, Executive Chef, <b>Kyle Lipetzky</b>, Chef de Cuisine <b>Il Terrazzo</b>, Phoenician</p> <p><b>Aaron May</b>, Executive Chef/Owner, <b>IRUNA</b></p> <p><b>Jacques Qualin</b>, Chef de Cuisine, <b>J&amp;G Steakhouse</b>, Phoenician</p> <p><b>Julia Baker</b>, Executive Chef &amp; CEO, <b>Julia Baker Confections</b></p> <p><b>Country Velador</b>, Pastry Chef, <b>Kazimierz World Wine Bar</b></p> <p><b>Jeremy Pacheco</b>, Executive Chef, <b>Lon's</b>, Hermosa Inn</p> <p><b>Matt Carter</b>, Executive Chef, <b>The Mission</b></p> <p><b>Ron Dimas</b>, Executive Chef, <b>Orange Sky</b></p> <p><b>Patrick Boll</b>, Executive Chef, <b>Spotted Donkey Cantina II</b></p> <p><b>Eric Howson</b>, Executive Chef, <b>Ricardo Sanchez</b>, Chef de Cuisine <b>SWB a southwest bistro</b>, Hyatt Regency Scottsdale Resort &amp; Spa, Gainey Ranch</p> <p><b>Helen Yung</b>, Co-Owner/Ice Cream Chef, <b>Sweet Republic</b></p> <p><b>Mel Mecinas</b>, Executive Chef, <b>Talavera</b>, Four Seasons Resort Scottsdale, Troon N</p> <p><b>Lee Hillson</b>, Executive Chef, <b>T. Cook's</b>, Royal Palms Resort &amp; Spa</p> <p><b>Tracy Dempsey</b>, Owner/Chef, <b>Tracy Dempsey Originals</b></p> <p><b>Matt Carter</b>, Chef/Owner, <b>Rochelle Daniel</b>, Sous Chef, <b>Zinc Bistro</b></p>
<b>Audience:</b>	400-500 guests (includes a broad audience of arts patrons and discriminating foodies of all ages)
<b>Ticket price:</b>	\$60 in advance or \$70 at the door - members \$55
<b>Contacts:</b>	Michelle Kaps, general information, (480) 874-4662, MichelleK@sccarts.org Claudia Vazquez, sponsorships, (480) 874-4669, CVazquez@sccarts.org Bill Thompson, media contact, (480) 874-4626, BillT@sccarts.org

# Sponsorship Opportunities

The following sponsorship benefits are available based on level of funding. However, a customized benefits package can be designed to meet your corporate goals and objectives.

## Presenting Sponsor: \$5,000

- Exclusive recognition as Dine with the Chefs Presenting Sponsor and exclusive rights for product category and/or brand
- Company name/logo prominently recognized in all event promotional material (print and electronic media including newspapers, postcards, and Web site promotions)
- Display of company banner/signage
- 10' x 10' booth for company promotions and product sampling opportunities
- Recognition as Chef Station sponsor of three locations of your choice
- Ten complimentary tickets for clients and guests to event
- Opportunity to meet and take photo with Chefs prior to public access to event
- Access to private space for client and guests reception upon prior request

## Supporting Sponsor: \$2,500

- Company name/logo prominently recognized in all event promotional material (print and electronic media including newspapers, postcards, and website promotions)
- Display of company banner/signage
- Recognition as Chef Station sponsor of two locations of your choice
- Six complimentary tickets for clients and guests to event

## Chef Station Sponsor: \$1,000

- Recognized as a Chef Station Sponsor of your choice
- Company name/logo recognized in event signage, program book and website promotions
- Two complimentary tickets for clients and guests to event

## Additional benefits for all sponsors include:

- Recognition on the SCPA's website and in e-mail subscriber updates and promotions (per blast: 30,000)
- Recognition in 2011-12 SCPA Theater Program (50,000 copies annually), SCC Annual Report and on the SCC Donor Wall (visible to 400,000 visitors annually)

## Interested?

To reserve your sponsorship opportunity or make a donation, please contact:

Claudia Vazquez  
Development Associate, Corporate Relations  
Scottsdale Center for the Performing Arts  
7380 E. Second St.  
Scottsdale, AZ 85251  
Phone: (480) 874-4669  
Fax: (480) 874-4699  
Email: CVazquez@sccarts.org



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# Sponsorship Pledge Form

Sunday, October 2, 2011 | Scottsdale Center for the Performing Arts

### Contact Information

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

### Pledge Information

Yes, our company wants to support the Scottsdale Center for the Performing Arts through sponsorship of the 6<sup>th</sup> Annual Dine Out with the Chefs. (Please check your desired level of support)

Presenting Sponsor                      \$5,000

Supporting Sponsor                      \$2,500

Chef Station Sponsor                      \$1,000

No, we cannot sponsor the 6<sup>th</sup> Annual Dine Out with the Chefs this year, but would like to support the event by providing a donation to the Scottsdale Center for the Performing Arts \$\_\_\_\_\_

### Payment Information

A check is enclosed made payable to the Scottsdale Cultural Council

Please charge our/my  Visa    MasterCard    Amex

Account Number \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Please invoice my company (payment must be made by September 23, 2011)

**Please complete and send no later than September 12, 2011**

Scottsdale Center for the Performing Arts  
7380 E. Second Street  
Scottsdale, AZ 85251  
Attn: Claudia Vazquez  
Fax: (480) 874-4699  
Email: CVazquez@sccarts.org

**Thank you for your support!**

Scottsdale Cultural Council is a 501(c)3 organization. Tax ID # 86-0593786

# In-Kind Contribution Opportunities

## Welcomed products and services for 500 guests include:

- Wine tasting
- Beer tasting
- Water/non-alcoholic beverages
- Food/product sampling
- Wine seminar
- Kitchen product demonstration

## The following benefits are available based on the value of the in-kind donation:

- On-site space for promotional display to interact with event attendees and distribute product
- On-site display of signage/banners
- Logo/company name recognition in event advertising (print and electronic), invitations, postcards, programs and promotional material
- Logo/company name recognition in SCPA's season brochure (100,000+ distributed – deadline for inclusion is April 2011)
- Logo/company name recognition in Dine Out with the Chefs event program and event signage
- Logo/company name recognition on SCPA's event webpage
- Logo/company name recognition in e-mail subscriber updates and promotions associated with the event (30,000 subscribers)
- Recognition on SCPA's donor wall (visible to 400,000 visitors annually)
- Recognition on SCPA's donor list published in the theater program (50,000+ copies annually)
- Recognition in Scottsdale Cultural Council annual report, posted on-line and distributed to premier donors and partners
- Exclusive rights for product category and/or brand

## Interested?

To make arrangements for your in-kind donation, please contact:

Michelle Kaps  
Special Event & Project Coordinator  
Scottsdale Center for the Performing Arts  
7380 E. Second St.  
Scottsdale, AZ 85251  
Phone: (480) 874-4662  
Fax: (480) 874-4699  
Email: [MichelleK@sccarts.org](mailto:MichelleK@sccarts.org)



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# In-Kind Contribution Form

Sunday, October 2, 2011 | Scottsdale Center for the Performing Arts

Yes, our company would like to donate products/service for the 6<sup>th</sup> Annual Dine Out with the Chefs

Product/Service: \_\_\_\_\_ Value: \$ \_\_\_\_\_

Description of product/service: \_\_\_\_\_

\_\_\_\_\_

Restrictions (if applicable): \_\_\_\_\_

\_\_\_\_\_

### Contact Information

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

**Please complete and send no later than September 12, 2011**

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