



TASTE OF THE TOWN

2019 Event Sponsorship Menu



**A Gathering to Sample Local Cuisine
and**

Support the Centre County United Way Partner Network



Dear Friend -

Thank you for considering a sponsorship of Taste of the Town.

As a sponsor, you will reach hundreds of people who will attend the event and thousands who will view advance advertising as part of our social media, print and radio outreach.

Through our marketing efforts we typically reach over 155,000 people living and doing business in central Pennsylvania.



In addition to benefiting your business with exposure in our community, your sponsorship will benefit people like single parent Hannah, who needed help preparing her disabled sons Aaron and Daniel for kindergarten. They were enrolled in Centre County United Way programs and connected to other county support systems that allowed them to receive speech therapy and learn life skills such as being polite and kind and following directions. They also received intensive instruction in getting-ready-to-read activities and pre-math. Hannah received education in parenting and budgeting skills, which included shopping wisely for nutritious food. All three demonstrated marked improvement in each of the programs in which they participated.

Your sponsorship has a direct impact on improving lives for people like Hannah and another 41,000 people registered in Centre County United Way programs.

Please join us for a night dedicated to our commitment to Living United while Advancing the Common Good in Centre County.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Beth Shaha', is placed over a light blue rectangular background.

Beth Shaha
Special Events Coordinator
Centre County United Way

LIVE UNITED™

TITLE SPONSOR
\$10,000



- Delivery of Opening Address
- Logo on all print media (as deadlines permit)
- Preferred seating for 20 (2 tables)
- Vendor Booth (display only)
- On-site banner/sign
- Prominent placement in event program
- Boosted posts on social media
- Active link on CCUW website
- Logo in CDT Appreciation Ad

EXECUTIVE CHEF
\$2,500

- Logo on all print media (as deadline permits)
- General seating for 10 (one table)
- On site banner
- Logo in event program
- Multiple posts on social media
- Active link on CCUW website
- Mentioned in CDT Appreciation Ad

MAITRE D'
\$1,000

- General seating for 4
- Logo on some print media (as deadline permits)
- On site banner
- Name in event program
- Multiple posts on social media
- Mention in CDT Appreciation Ad

CONNOISSEUR
\$500

- General seating for 2
- Name in event program
- Mention in CDT Appreciation Ad



VENUE

The Penn Stater Conference Center
President's Hall
215 Innovation Boulevard
State College, PA 16801

Sunday, November 24, 2019
5pm – 8pm



PARTICIPATING RESTAURANTS IN 2018

Bake Shop Bakes	Fasta & Ravioli Co
Barrel 21	Federal Tap House
Blue Sweets	Gemelli Bakers
Big Spring Spirits	Gigi's Southern Table
Brown Dog Catering	Harrison's Wine Grill & Catering
Café Lemont	Happy Valley Vineyard & Winery
Carnegie Inn	Kelly's Steak & Seafood
Carter's Table	Legends
Centre Crest	Mount Nittany Vineyard & Winery
Clem's	Philly Pretzel Factory
Cozy Thai Bistro	
Duck Donuts	
Edible Arrangements	

Shy Bear Brewing
State Burger Co.
The Cakery
The Dining Room at the Nittany Lion Inn
The Field Burger & Tap
The Tavern Restaurant
The Village at Penn State
Valley Girl Sweets
Webster's Bookstore Café
Weis Markets

2018 TABLE COMPANY SPONSORS

Aamco Transmission
A.W. & Sons
Centre Cares
Centre Crest
Centre Crest Auxiliary
Centre Daily Times
First Energy
First National Bank
Forever Media
Foxdale Village
KCF Technologies
Landscape II
Penn State Government & Community Relations
SPEFCU
State College Food Bank
Taste Buds Kitchen
The Hartman Group
The Switchgrass Farmer
TIPS Club
Toftrees Golf Resort
Trinity Wealth Group



FAST FACTS:



MISSION

Living United by assuring access to quality education, financial stability, and physical and emotional well being.

HISTORY

The first Taste of the Town event was held in 1997. The original founder describes this event as an experience which was born out of love for individuals in need. Originally the event was the major fundraiser for The AIDS Project. In 2011, that organization closed and gifted the event to CCUW. Today, Taste of the Town is the signature event for CCUW.

EVENT PURPOSE

Taste of the Town is an inclusive community project that is supported by area businesses and residents. Attendees enjoy a great social experience, signature cuisine, and specialized auction gifts.

COMMUNITY PROFILE

Centre County is a crossroads for wholesale, hospitality, and retail businesses. The area is an Innovation Corridor that features entrepreneurial strengths of advanced manufacturing, retail, hospitality, healthcare, and education. The over 2000 companies in Centre County are leaders of national industry and produce home-grown technologies.

Sponsors of this event will be exposed to a diverse population of consumers and entrepreneurs. A further benefit will be exposure to over 30 restaurants, as well as numerous local retailers and artisans.

DEMOGRAPHICS & MARKETING

Target Market

Centre County United Way is a non-profit that provides support to all of Centre County, as well as parts of Blair, Huntington, Clearfield, and Clinton Counties. Our target market is within Centre County and reaches over 155,000 county residents.

Previous Attendance

Attendance for 2018 was 425 guests.

Age and Financial Range of Individuals Who Attend

This event attracts individuals age 24 and over. Median income is \$50,410.

Marketing Plan

Print

- Logo on print advertising for the event that will be displayed at all participating restaurants*
- Pre and post event advertisements in Centre Daily Times and Centre County Gazette*

Social Media

- Link from CCUW webpage
- Mentions on CCUW social media
- Ticket give-a-ways
- Over 16,000 impressions on Facebook

Radio

- Radio ads focused on event, corporate sponsors, food and auctions
- Radio tickets give-a-ways

This marketing plan is based on your sponsorship level. Advertising begins in early August. We will include you in all advertising that occurs from the day you submit your sponsorship through to the event date.
Thank you.



SPONSORSHIP FORM

NAME: _____ COMPANY: _____

ADDRESS: _____

EMAIL: _____ PHONE: _____ CELL: _____

SPONSORSHIP:

_____ TITLE SPONSOR (\$10,000)

_____ MAITRE D' (\$1,000)

_____ EXECUTIVE CHEF (\$2,500)

_____ CONOISSEUR (\$500)

Please make check payable to : **CCUW**

Return this form and check to:

Monica Wright
CCUW
PO Box 664
Pine Grove Mills, PA 16868

Please direct questions to:

Monica Wright monica@ccunitedway.org
Beth Shaha beth@ccunitedway.org
814.238.8283



TASTE OF THE TOWN