



# WOMEN OF TASTE

*20 Years of Community & Culinary Excellence*

*“Girls Incorporated performs a great service in this country by helping girls to plan realistically but confidently for their futures.”*

*-Julia Child, Alameda County Women of Taste, 1999*

13666 East 14<sup>th</sup> Street  
San Leandro, CA 94578  
Tel: (510) 357-5515  
<http://girlsinc-alameda.org/>

## GIRLS INC. PARTNERS

Kaiser Permanente  
Barclay's Global Investors  
Google  
National Science Foundation  
Wendel, Rosen Black & Dean  
AT&T  
Adobe  
SRI International  
PG&E Corporation  
Comcast  
Fitzgerald Abbott & Beardsley  
McKesson Corporation  
Morgan Stanley Smith Barney  
State Farm Insurance  
Perforce Software  
GAP Inc  
US Bank  
Armanino McKenna  
Cisco Systems  
Bechtel Corporation  
East Bay Community Foundation  
Chevron Foundation  
Target

## WOMEN OF TASTE SUPPORTERS

Wood Tavern  
Lalime's  
Cakebread Cellars  
Bridges  
Wente Winery  
Ozumo  
J. Lohr Vineyards & Wines  
Scott's  
California Culinary Academy  
St. Supery  
ZZA's  
A Cote  
Silver Oak Cellars  
Bakesale Betty's  
Brown Sugar Kitchen  
Café Rouge  
Jardiniere  
Kincaid's  
JC Cellars

Twenty years ago, 14 founding restaurants, wineries and sponsors from around the greater Bay Area came together to create **Women of Taste**, “an evening of culinary excellence” to benefit *Girls Incorporated of Alameda County*. Today, this event hosts over 1,200 attendees and sixty participating restaurants and wineries. *Women of Taste* remains one of the largest and most recognized food and wine events in the region, and is now held atop the lovely Kaiser Roof Garden, located at 300 Lakeside Drive in downtown Oakland.

**PLEASE JOIN US AS A FEATURED EVENT SPONSOR.** Our corporate partners, board members, philanthropic donors, and event guests are sought-after clientele and would be thrilled to see your business participate in this anniversary event!

We are also committed to providing you with sponsorship and marketing opportunities, designed to maximize your rate on investment. Please see the attached sponsorship fact sheet for more details. We may customize opportunities for you which may include:

- **VIP location and parking for two reserved tables up to 20 attending guests**
- **Premium logo placement and sponsorship recognition on program covers to 2,000+ combined recipients**
- **Featured signage at the event, including prominent banner placement and video inclusion**
- **Featured in PR and communications strategy to high profile local media outlets**
- **Website logo and link placement on event and Girls Inc landing pages**
- **Premium visibility in Girls Inc. newsletters to 5,000+ donors, businesses, and community leaders**

Most importantly, the funds raised from *Women of Taste* go directly to our work transforming the lives of thousands of girls and their families in our neighborhoods that need it most. Your partnership truly makes a difference.

Thank you for considering this exciting opportunity. We look forward to having you join us!

Truly,

Kirsten Melton  
Chief Development Officer  
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E: [kmelton@girlsinc-alameda.org](mailto:kmelton@girlsinc-alameda.org)  
W: <http://girlsinc-alameda.org/>

# Girls Inc. of Alameda County Sponsorship Opportunities

To customize your sponsorship and explore additional opportunities,  
Please contact: Jennifer Tacheff, Senior Director of Development  
[jtacheff@girlsinc-alameda.org](mailto:jtacheff@girlsinc-alameda.org) / 510.357.5515 x 233



<b>SPONSORSHIP INCLUDES</b>	<b>Leader Presenting Sponsor</b>	<b>Strong Visionary Sponsor</b>	<b>Smart Change-Maker Sponsor</b>	<b>Bold Empowering Sponsor</b>	<b>Inspirational Impact Sponsor</b>
	<b>\$20,000+</b> <i>Individualized literacy instruction for 25+ Kindergartners</i>	<b>\$10,000+</b> <i>Intensive math &amp; science program for low-income girls</i>	<b>\$5,000+</b> <i>Mental health counseling program for two girls &amp; their families</i>	<b>\$2,500+</b> <i>Training for 30+ teens to become peer health &amp; sexuality educators</i>	<b>\$1,000+</b> <i>Hands-on summer internships for two achievement teens</i>
Reserved tickets with VIP location, including table signage, tickets and preferred parking	20	20	10	10	10
Logo printed on the <i>front cover</i> of 4,000 invitations and 1,300 programs* and featured on a continuous video loop at the event	•				
Logo printed on event wine glasses, given to over 1,200 attending guests	•				
Featured article in the Girls Inc. newsletter sent to over 5,000 donors and business supporters	•	•			
Featured Kaiser Center event signage	•	•			
Logo and link to your website from Girls Inc. website	•	•	•		
Logo printed in 4,000 invitations and 1,300 programs* and featured on a continuous video loop at the event	•	•	•		
Annual ongoing recognition as major Girls Inc. supporter in newsletter, e-Blasts, website link, and other communications	•	•	•	•	
Brand recognition in press releases and media alerts sent to over 30 Bay Area media outlets	•	•	•	•	
Recognition in varied media channels including social media, viral marketing, and community outreach	•	•	•	•	•
Name printed in 4,000 invitations and 1,300 programs* and featured on a continuous video loop at the event	•	•	•	•	•

• For logo/sponsor name recognition in invitations, Girls Inc. must receive confirmation of sponsorship pledge by 7/15/11; for printed program by 7/30/11.

## **About Girls Incorporated of Alameda County**

Girls Inc. is a local affiliate of the national organization with the shared mission of *inspiring all girls to be strong, smart and bold*. For over 50 years, Girls Inc. has responded to the unique needs of girls in the most underserved communities of San Francisco's East Bay through a continuum of academic achievement programs, enrichment opportunities and counseling services. Programs challenge girls to explore their potentials, develop life skills, ensure college and career success, and expand their possibility of what is possible. Through its innovative approach, Girls Inc. has established itself as one of the Bay Area's leading providers of supplemental education, reaching nearly 6,500 girls, family members and clients annually. For more information about Girls Inc. programs please visit <http://girlsinc-alameda.org/>.



YES! I'm interested in doing good for my business and girls in my community as a *Women of Taste 2011 Sponsor!*

strong  
smartbooi

**PLEASE SELECT SPONSORSHIP LEVEL BELOW**

- \$20,000+ - LEADER PRESENTING SPONSORS receive premium event and marketing presence, 20 event tickets, and a true community rate on investment.
- \$10,000+ - STRONG VISIONARY SPONSORS receive a featured article to philanthropic donor base, event and marketing presence, event tickets, and more.
- \$5,000+ - SMART CHANGE-MAKER SPONSORS receive 10 event tickets, featured signage, and press and marketing campaign inclusion.
- \$2,500+ - BOLD EMPOWERING SPONSORS receive featured signage, social media, and marketing campaign, event tickets and more.
- \$1,000 - INSPIRATIONAL IMPACT SPONSORS receive event and media presence, tickets, and brand recognition.
- \$100 - SAVORY INDIVIDUAL TICKET: \_\_\_\_\_ (\$100x amount). Included: delectable food and drinks from top chefs and wineries from around the greater Bay Area. Cocktail soiree, artist showcase, exclusive auction, entertainment and more! Space is limited and prices increase 9/01/11.
- Pledge \$ \_\_\_\_\_ amount. (Stock transfers, creative giving, and company matching opportunities are available).

**SPONSORSHIP ACCOUNT & PROCESSING INFORMATION**

Primary Contact: \_\_\_\_\_

Organization or Business: \_\_\_\_\_

I would like my name(s) or organization to appear in print and communications as: \_\_\_\_\_

*(Please note payment due by 9/01/11 to ensure event and program signage.)*

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

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

- My check addressed to Girls Inc. of Alameda County is enclosed.
- I will pay online at <http://womenoftaste20.eventbrite.com>. *(Transactional fees may apply)*
- Please charge my credit card. My information is provided on the backside of this form.

*(Secure Fax: (650) 215-2285)*

**ACCOUNT & PROCESSING INFORMATION CONTINUED**

**CREDIT CARD PAYMENT INFORMATION:**

Name on card: \_\_\_\_\_

Type of card: \_\_\_\_\_ Card #: \_\_\_\_\_  
(Visa, MasterCard, American Express)

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

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

Contact Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

I would prefer that my person and/ or business remain anonymous.

**CONTACT INFORMATION:**

Jennifer Tacheff

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DATE RECEIVED: \_\_\_\_\_

RECIPIENT INTITIALS \_\_\_\_\_