





### 2ND ANNUAL FOUNDERS' BENEFIT DINNER

### Thursday, April 4, 2019

The Yale Club of New York City

50 VANDERBILT AVENUE, NEW YORK, NY 10017

**6:00** - **7:00** PM **VIP Reception** 

7:00 - 7:30 PM General Admission

7:30 -10:00 PM Dinner, Program & Live Auction

10:00 - 11:00 PM Dessert Celebration



Join us for a 90-minute VIP Cocktail Reception on the Yale Club's Rooftop featuring an **Urbani Truffle Station** and hors d'oeuvres by Chef **Mark Tarbell** of Tarbell's in Phoenix. Afterwards, a stellar line-up of chefs, including **Jean-Georges Vongerichten**, **Daniel Rose** (Le Coucou), **Gabriel Kreuther** (Gabriel Kreuther Restaurant) and **Angie Mar** (The Beatrice Inn), will create an elegant four-course seated dinner with wine pairings to accompany a rousing live auction and wise words from keynote speaker **José Andrés**. VIP guests will be treated to a 90-minute reception with Chef Pépin and special guests, including **Bobby Flay**, **Danny Meyer**, **Daniel Boulud**, **Anne Burrell**, **Ariane Daguin**, and **Andrew Zimmern**. A dessert reception featuring Pastry Chef **Francois Payard**, Murray's Cheese, and a Dalmore Scotch tasting, will conclude the evening's festivities.





# an exclusive opportunity



We can only accommodate 220 guests at this star-studded culinary event featuring nationally-recognized chefs, acclaimed wines and cocktails, and high-profile special guests.

#### HOST

Jacques Pépin

### **KEYNOTE SPEAKER**

José Andrés

### **COCKTAIL CURATOR**

Dale DeGroff

### **FEATURED CHEFS**

Gabriel Kreuther

Gabriel Kreuther Restaurant

Angie Mar, The Beatrice Inn

Daniel Rose, Le Coucou

Mark Tarbell, Tarbell's

Jean-Georges Vongerichten,

Jean-Georges

### **DESSERT RECEPTION**

Francois Payard
Jacques Torres Chocolate
Murray's Cheese
The Dalmore Scotch
Digestifs by Broadbent Selections

### SPECIAL GUESTS

Daniel Boulud
Anne Burrell
Dana Cowin
Ariane Daguin
Bobby Flay
Carla Hall
Hunter Lewis

Michel Nischan Claudine Pépin Ming Tsai Gail Simmons Andrew Zimmern

#### THE VENUE

The Yale Club of New York City

### **HOST CHEF**

Charles Kehrli



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### MASTER CHEF TABLE ~\$50,000



### Prime Table for 8 guests seated with Jacques Pépin

- Admission for 8 guests to the VIP Cocktail Reception and 4-course dinner and dessert reception with wine pairings
- Full-page ad and prominent listing in the event program and website
- · Name and/or logo on event signage
- Public acknowledgement from the podium during dinner
- Social Media mentions with dedicated content posts
- · 8 copies of an autographed cookbook by Jacques Pépin



### EXECUTIVE CHEF TABLE ~ \$25,000

### Prime Table for 8 guests seated with a VIP Host of your choice

- Admission for 8 guests to the VIP Cocktail Reception and 4-course dinner and dessert reception with wine pairings
- Full-page ad and prominent listing in the event program and website
- Name and/or logo on event signage
- Public acknowledgement from the podium during dinner
- · Social Media mentions with dedicated content posts
- 8 copies of an autographed cookbook by Jacques Pépin

### **VIP TABLE HOSTS ARE AS FOLLOWS:**

Daniel Boulud Hunter Lewis
Anne Burrell Michel Nischan
Dana Cowin Claudine Pépin

Ariane Daguin Ming Tsai
Bobby Flay Gail Simmons

Carla Hall Andrew Zimmern

And more....



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### HEAD CHEF TABLE ~\$20,000

### One Table for 8 guests seated with a VIP Host of your choice

- Admission for 8 guests to the VIP Cocktail Reception and 4-course dinner and dessert reception with wine pairings
- · Half-page ad and prominent listing in the event program and website
- · Name and/or logo on event signage

### **VIP TABLE HOSTS ARE AS FOLLOWS:**

Daniel Boulud Hunter Lewis
Anne Burrell Michel Nischan
Dana Cowin Claudine Pépin
Ariane Daguin Ming Tsai
Bobby Flay Gail Simmons
Carla Hall Andrew Zimmern

And more....



### SOUS CHEF TABLE ~ \$15,000

### One Table for 8 guests

- Admission for 8 guests to the VIP Cocktail Reception and 4-course dinner and dessert reception with wine pairings
- · Half-page ad and prominent listing in the event program and website
- Name and/or logo on event signage



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### other opportunities to support



### Y COCKTAIL RECEPTION UNDERWRITER ~ \$25,000

only one available

### **Visibility**

- Prominent company signage and branding in the room during the Cocktail Reception
- Full-page ad and prominent listing in the event program as the Cocktail Reception Underwriter
- Logo as Cocktail Reception Underwriter on signage at event entrance and on step & repeat (co-branded with JPF)
- Public acknowledgement from the podium during dinner
- Logo and link on event website
- · Recognition on event invitation
- Company logo on event slideshow
- Social media mentions with dedicated content posts
- Opportunity for company goods/services to be promoted during Cocktail Reception with custom activation

### Experience

- Admission for 8 guests to the exclusive VIP cocktail reception with celebrity chefs and Jacques Pépin, a four-course dinner and dessert celebration, with world-class wine parings throughout the evening
- · 8 signed copies of cookbook from Jacques Pépin

### Seating

• 1 prime table with option to sit with a VIP Table Host



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### DESSERT RECEPTION UNDERWRITER ~ \$25,000

only one available

### **Visibility**

- Prominent company signage and branding in the room during the Dessert Reception
- Full-page ad and prominent listing in the event program as the Dessert Reception Underwriter
- Logo as Dessert Reception Underwriter on signage at event entrance
- Public acknowledgement from the podium during dinner
- · Logo and link on event website
- · Recognition on event invitation
- · Company logo on event slideshow
- Social media mentions with dedicated content posts
- Opportunity for company goods/services to be promoted during Dessert Reception

### Experience

- Admission for 8 guests to the exclusive VIP cocktail reception with celebrity chefs and Jacques Pépin, a four-course dinner and dessert celebration, with world-class wine parings throughout the evening
- 8 signed copies of cookbook from Jacques Pépin

### Seating

1 prime table with option to sit with a VIP Table Host



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### GIFT BAG SPONSOR ~ \$5,000

### **Visibility**

- · Your company's logo on gift bags given to all guests at the end of the event
- Half-page ad and listing in the event program as the Gift Bag Sponsor
- · Name and link on event website
- · Company logo on event slideshow
- · Social media inclusion
- Opportunity for company goods/services to be promoted inside Gift Bags

### Experience

 Admission for 2 guests to the exclusive VIP cocktail reception with celebrity chefs and Jacques Pépin, a four-course dinner and dessert celebration, with world-class wine parings throughout the evening



### PADDLE SPONSOR ~ \$5,000

### **Visibility**

- Your company's logo on auction paddles given to all guests during the live auction and paddle raise
- Half-page ad and listing in the event program as the Paddle Sponsor
- · Name and link on event website
- · Company logo on event slideshow
- Social media inclusion

### Experience

 Admission for 2 guests to the exclusive VIP cocktail reception with celebrity chefs and Jacques Pépin, a four-course dinner and dessert celebration, with world-class wine parings throughout the evening



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### SPIRITS SPONSOR ~ \$5,000 plus product

### **Visibility**

- Opportunity to pour product during Cocktail Reception and/or the Dessert Celebration
  - ~ Featuring select cocktails agreed upon by sponsor and JPF
  - ~ Brand Ambassadors may be present to speak about brand(s) to guests\*
  - ~ Brand may provide POS, branded signage, and educational materials, subject to JPF approval
  - ~ Opportunity for product category exclusivity
- Prominent company signage and branding in the room during the Cocktail Reception and/or the Dessert Celebration
- Half-page ad and listing in the event program
- Logo as Spirits Sponsor on signage at event entrance and branding in the room during the Cocktail Reception and/or the Dessert Celebration
- · Logo and link on event website
- Company logo on event slideshow
- · Social media inclusion

### **Experience**

 Admission for 2 guests to the exclusive VIP cocktail reception with celebrity chefs and Jacques Pépin, a four-course dinner and dessert celebration, with world-class wine parings throughout the evening



<sup>\*</sup>Yale Club union bartenders must be present for beverage service.