

AbilityFirst

# FESTIVAL OF FALL

A Gourmet Food & Drink Event

Sunday, October 14, 2018 • 5pm

The Historic Laurabelle A. Robinson House  
Pasadena, California

## CORPORATE SPONSORSHIP OPPORTUNITIES

LIGHTS  
CAMERA

*AbilityFirst!*



**Mary Bruno**

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[www.abilityfirst.org/festival](http://www.abilityfirst.org/festival)

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## Who is AbilityFirst?

**AbilityFirst provides exceptional programs that have a common mission: to help people with disabilities realize their full potential throughout their lives.**

As we celebrate 92 years of service, we are focusing our efforts on programs that are proven to have the greatest impact on a person's success: basic life skills enhancement through our children's and adult programs; higher education and employment readiness; and, independent living and social and recreational programming. AbilityFirst looks beyond disabilities, focuses on the capabilities of each individual and breaks through any preconceived limitations, opening up a world of possibilities. Preparation, socialization, communication, education – all leading to helping people achieve their personal best.

**“As an AbilityFirst participant family and a corporate partner, I have seen the many **positive contributions the organization has made over the years to our community.**”**

– Mark Fedde, Owner, Fedde Furniture



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## What is the Festival of Fall?

**2018 marks the 44th annual Festival of Fall.**

***Lights, Camera... AbilityFirst!***

Guests enjoy dozens of gourmet cuisine samples prepared by top chefs and local restaurants, paired with exquisite wine beer and cocktail samplings by California vintners, breweries and local watering holes. This signature event is being held on Sunday, October 14, 2018 at the historic Laurabelle A. Robinson House in Pasadena. The event is an opportunity to mix with your friends and business associates and meet some new people! We anticipate over 400 people will attend the event, and our goal is to raise more than \$225,000 to support the more than 2,000 participants in AbilityFirst programs across Southern California.

**“** Having participated in the Festival of Fall for many years it still strikes me as one of the greatest opportunities available to share with our key employees and select clients. Raising money for this amazing cause is paramount, but the ability to spend a beautiful evening of food, drink, and great conversation in the gardens of one of the most iconic Pasadena homes with our employees, clients and their significant others, is incredible. Sporting events are nice, but **this is a special evening of relationship building that is so unique that it will be remembered for a long time to come.** **”**

— Steve Brockmeyer, President and CEO, Bolton & Company



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## 2017 Participants

### 2017 Participating Restaurants, Wineries and Breweries

AsomBroso Fine Tequilas  
Bristol Farms  
Chefelle Personal Chef and Catering Service  
El Cholo Café  
Gale's Restaurant  
Golden Road Brewing  
Green Street Restaurant  
Hope Café & Catering  
Jones Coffee Roasters  
Kensington Caterers  
Kimberly Jones Wine Selections  
Lark Cake Shop  
Loring Wine Company  
Marston's Restaurant  
Nothing Bundt Cakes  
Poppy Cake Bakery Company  
Ruth's Chris Steakhouse  
S.Pellegrino/Acqua Panna  
San Antonio Winery  
Southern Glazer's Wine and Spirits  
Stone Brewing Co  
Sushi Roku  
Tam O'Shanter  
The Bruery & Bruery Terreux  
The Estates Group  
The Raymond 1886  
The Stand  
Vinotera Wine  
Veggie Grill

### 2017 Sponsors

#### Exclusive

Snyder Diamond

#### Bistro Level

HomeStreet Bank  
Longo Toyota-Lexus  
Supervisor Kathryn Barger  
Wells Fargo

#### Café Level

AEG  
Berkshire-Hathway  
Beverly Hills Rotary Club  
Bolton & Co  
Green Hasson & Janks  
Harlan Thompson  
John & Jennifer Kelly  
Kaiser Permanente  
Lawry's Restaurant's, Inc  
Mary & Bill Urquhart  
RSM  
The Longo Family  
Universal Discover a Star Foundation  
Wendy Lees & Tom Boyle

#### Chef Level

CBB Bank  
Comerica Bank  
Fedde Furniture  
Kevin Chase Executive Search Group  
LATHER  
Pasadena Tournament of Roses

### 2017 Media Partners



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## Sponsorship Benefits

### \$20,000 Presenting Sponsor

- Welcome remarks at event
- Full page color ad with premium positioning in event program
- Company logo/name on e-blast prior to event
- Company logo featured on event promotional materials
- Company name and logo on event invitations
- Inclusion in marketing materials; social media posting and advertising
- Inclusion in event press release
- Two VIP tables of 8
- Exclusive front of the line check in and check out services
- Recognition on AbilityFirst website
- Inclusion in AbilityFirst Annual Report

### \$10,000 Exclusive Sponsor

- Full page black & white ad in premium positioning of event program
- Company logo featured on event promotional materials
- Company name and logo on event invitations
- Inclusion in marketing materials, social media posting and advertising
- Inclusion in event press release
- Recognition on website
- Two VIP tables of 8
- Exclusive front of the line check in and check out services
- Inclusion in AbilityFirst Annual Report

### \$5,000 Bistro Level

- Full page black & white ad with premium positioning in event program
- Company name and logo on event invitations
- Inclusion in event press release
- Recognition on website
- One VIP table of 8
- Exclusive front of the line check in and check out services
- Inclusion in AbilityFirst Annual Report

### \$3,000 Café Level

- Half page black & white ad inside event program
- Inclusion in event program (listing)
- VIP seating for 8

### \$1,500 Chef / Super Family Level

- Quarter page black & white ad inside event program
- Inclusion in event program (listing)
- VIP seating for 4

Partnering with AbilityFirst is mutually beneficial to both your business and AbilityFirst! Please consider joining the dozens of establishments who participate each year for a memorable night of food, drink and great company while raising money for our exceptional programs.



## A La Carte Sponsorships

**All sponsorships can be sold a la carte or, as part of a sponsorship level to add value and increase visibility.**

### **\$20,000 Sponsor the Stage**

Your branding will be on display at this year's event for the entire evening around the stage. Let's get creative!

### **\$10,000 – Sponsor the Entrance**

Be the first brand or business our attendees see at this year's event! Includes exclusive logo inclusion on the step and repeat, red carpet, and velvet ropes.

### **\$5,000 – Boulevard Signage**

This year's event will have street signage guiding guests from the entrance, to the silent auction and around the event.

### **\$5,000 – Centerpieces**

Want your name or business on every single table, including cocktail tables? Sponsor this year's floral arrangements and have your logo on each centerpiece!

### **\$5,000 – Giveaways**

As each guest leaves the event, give our guests a gift they will use over and over – a branded wine stopper!

### **\$3,000 – Restrooms and Handwashing Stations**

While guests are 'in dispose', help to make their experience enjoyable! Place branded soap, towels and signage on the outside and inside of each bathroom stall.

### **\$2,500 – Napkins and Coasters**

With more than 30 food and wine stations expected, your business or name can be highlighted on each napkin or drink coasters.

## Registration Form

☐ I /We wish to support the AbilityFirst Festival of Fall as indicated below:

☐ **Sponsorship** (please specify at what level):

☐ **Presenting - \$20,000**

(\$17,850 tax deductible)

☐ **Exclusive - \$10,000**

(\$7,080 tax deductible)

☐ **Bistro - \$5,000**

(\$3,650 tax deductible)

☐ **Café - \$3,000**

(\$1,740 tax deductible)

☐ **Chef / Super Family \$1,500**

(\$620 tax deductible)

☐ **Purchase Tickets**

☐ **Early Bird Special! Yes, I will purchase #\_\_\_\_\_ table(s) for 8 at \$2,500 per table.**

(Must purchase before August 1, 2018. \$1,500 per table is tax deductible.)

☐ **Early Bird Special! Yes, I will purchase #\_\_\_\_\_ event tickets at \$175 per person.**

(Must purchase before August 1, 2018. \$75 per ticket is tax deductible.)

☐ **Yes, I will purchase #\_\_\_\_\_ table(s) for 8 at \$3,200 per table.**

(If purchased after August 1, 2018. \$2,200 per table is tax deductible.)

☐ **Yes, I will purchase #\_\_\_\_\_ event tickets at \$225 per person.**

(If purchased after August 1, 2018. \$105 per ticket is tax deductible.)

☐ **Event Program Advertising**

I would like to purchase advertising space for my business or in tribute of a family member or an honoree.  
 (Deadline for artwork to be included in the program is September 1, 2018)

☐ **Full Page - \$500**

☐ **Half Page - \$300**

☐ **Quarter Page - \$200**

☐ **Business Card - \$100**

☐ **Support in Spirit**

Although I cannot attend, I support the work of AbilityFirst and would like to make a donation of \$\_\_\_\_\_

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Card Number ☐ MC ☐ VISA ☐ Amex \_\_\_\_\_

CVV Code \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Make Checks Payable to:**

**AbilityFirst**

Federal Tax ID 95-1690983

**Please return this form  
with payment to:**

**Mary Bruno**

1300 East Green Street

Pasadena, CA 91106

(626)396-1010

mbruno@abilityfirst.org

