



Join us for a sustainable food event  
to benefit Holy Apostles Soup Kitchen.

*May 18, 2017*

6pm VIP Cocktail Reception  
7-9pm General Gala Admission



296 Ninth Avenue  
New York NY 10001

HOLY APOSTLES SOUP KITCHEN

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[farmtotray.org](http://farmtotray.org)  
[holyapostlessoupkitchen.org](http://holyapostlessoupkitchen.org)



ABOUT

FARM TO TRAY

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**Holy Apostles Soup Kitchen** is the largest emergency food program in New York State serving nearly 1,000 meals every single weekday to hungry and homeless New Yorkers.

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*Farm to Tray* is a celebration of food & community at the soup kitchen, challenging well - respected culinary figures from across the city to produce a Sustainable Menu for our cocktail benefit. Our generous partnership with **Whole Foods Market** assists our featured chefs in sourcing local, seasonal ingredients for their menu. We partner with local wineries to feature their varietals and to offer a pairing to compliment the event's menu.

The idea for the fundraiser is firmly rooted in the approach to food that shapes the soup kitchen's menu each week: the use of fresh locally grown produce, a commitment to nutritional balance and the importance of providing a variety of taste and texture.

Like the soup kitchen guests who eat here every day, guests at *Farm to Tray* will dine in the beautiful sanctuary of the landmark Holy Apostles Church, a space that New York Times journalist Anna Quindlen named "the most majestic dining room in New York City." And like the food served here every day, the Sustainable Menu will ensure that ingredients used in our chefs' tastings are locally grown, in season, and perhaps most importantly of all, delicious.





*SUSTAINABLE FOOD & WINE  
FUNDRAISER SUCCESS  
& CHARITABLE IMPACT*

This year we are celebrating the 35th anniversary of Holy Apostles Soup Kitchen, and the 5<sup>th</sup> year of the *Farm to Tray* campaign, which has raised over \$1,000,000 in cash and in kind support and introduced 75 new partnerships to Holy Apostles Soup Kitchen. The success of this initiative is attributed to the soup kitchen's core group of dedicated volunteers, culinary figures and corporate partners that donate their time, talent and resources to raise much needed funds to feed and provide a sense of hope and opportunity to NYC's most vulnerable population.

In 2016, the sold out fundraiser attracted 400 corporate and community supporters and raised enough funds to **feed 228 families for an entire year**. Benefit attendees have included **James Beard Foundation** President, Susan Ungaro, longtime soup kitchen supporter **Susan Sarandon**, and award-winning journalist **Ian Frazier**. The soup kitchen and Farm to Tray have also been featured in numerous publications, including the **Wall Street Journal** and the **Huffington Post**.

**Our Past Sponsors include:**

Agera Energy  
Altamarea Group  
Black Tap  
Bedell Cellars  
Bodega Negra at Dream Downtown  
Bridge Lane  
Brooklyn Brewery  
C-CAP  
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Fantis Foods  
Floratch  
Google  
Gotham Burger Social Club  
Grown Up Soda  
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International Paper  
Investors Bank  
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JRCX  
La Marzocco  
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Thalassa  
The Set NYC  
The Westin at Times Square  
Vertiv  
Virtue Cider  
Watershed  
Whole Foods Market  
Zico Coconut Water  
Zio Ristorante





# JOIN US AS A SPONSOR OF THE MAY 18, 2017 *FARM TO TRAY* BENEFIT

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## Diamond Sponsorship, \$25,000

PROVIDES A NUTRITIOUS MEAL FOR 75 HUNGRY NEW YORKERS FOR AN ENTIRE YEAR

- Name attached to all promotional media
- Premier logo placement on event materials:
  - Invitation to 8,000 subscribers
  - Event journal (400 distributed to event attendees)
  - Farm to Tray website with hyperlink to your company website
- Inclusion in social media marketing surrounding event
- Logo on Step & Repeat
- One full-page color ad in event program (inside, back cover or exclusive two-page center spread on first-come basis), Size Requirements 6"W x 9"H
- Sponsor recognition on large screen at event
- Sponsor logo on: [holypostlessoupkitchen.org](http://holypostlessoupkitchen.org) corporate page
- 15 VIP tickets and gift bags
- Opportunity to donate to silent auction
- Opportunity for inclusion in Chef gift bags (15)
- Opportunity for inclusion in VIP gift bags (250)
- Corporate Volunteer Day at the soup kitchen for up to 20 employees, including media and private tour

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## Platinum Sponsorship, \$15,000

PROVIDES A NUTRITIOUS MEAL FOR 20 HUNGRY FAMILIES FOR AN ENTIRE YEAR

- Name attached to all promotional media
- Premier logo placement on event materials:
  - Invitation to 8,000 subscribers
  - Event journal (400 distributed to event attendees)
  - Farm to Tray website with hyperlink to your company website
- Inclusion in social media marketing surrounding event
- Logo on Step & Repeat
- One full-page color ad in event program, Size Requirements 6"W x 9"H
- Sponsor recognition on large screen at event
- 10 VIP tickets and gift bags
- Opportunity to donate to silent auction
- Opportunity for inclusion in Chef gift bags (15)
- Opportunity for inclusion in VIP gift bags (250)

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## Gold Sponsorship, \$10,000

ENSURES EVERY GUEST CAN ENJOY FRESH FRUIT SOURCED FROM LOCAL ORCHARDS ALL SUMMER LONG

- Second-tier logo placement on event materials:
  - Invitation to 8,000 subscribers
  - Event journal (400 distributed to event attendees)
  - Farm to Tray website with hyperlink to your company website
- Inclusion in social media marketing surrounding event
- Logo on Farm to Tray Step & Repeat
- One full-page color ad in event program, Size Requirements 6"W x 9"H
- Sponsor recognition on large screen at event
- 8 VIP tickets and gift bags
- Opportunity to donate to silent auction
- Opportunity for inclusion in Chef gift bags (15)
- Opportunity for inclusion in VIP gift bags (250)

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## Silver Sponsorship, \$5,000

BRINGS 2 MONTHS OF FARM FRESH MILK, EGGS & BUTTER FROM NEW YORK STATE DAIRIES TO EVERY MEAL

- Logo placement on event materials:
  - Invitation to 8,000 subscribers
  - Event journal (400 distributed to event attendees)
  - Farm to Tray website with hyperlink to your company website
- Inclusion in social media marketing surrounding event
- One full-page color ad in event program Size Requirements 6"W x 9"H
- Sponsor recognition on large screen at event
- 4 VIP tickets and gift bags
- Opportunity to donate to silent auction
- Opportunity for inclusion in Chef gift bags (15)
- Opportunity for inclusion in VIP gift bags (250)

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## Bronze Sponsorship, \$2,500

PUTS FOOD ON THE TABLE FOR 100 GUESTS EVERY DAY FOR 1 MONTH

- Logo placement on event materials:
  - Event journal (400 distributed to event attendees)
  - Farm to Tray website with hyperlink to your company website
- Inclusion in social media marketing surrounding event
- One half-page color ad in event program, Size Requirements 6"W x 4.5"H
- Sponsor recognition on large screen at event
- 4 VIP tickets and gift bags
- Opportunity to donate to silent auction

\*Deadlines to receive logos and ads: Invitation, February 3rd | Website, April 28th | Event Journal, April 14th



## Additional Ways to Support Holy Apostles Soup Kitchen's Fundraiser

- Make a tax-deductible gift
- Purchase tickets to *Farm to Tray* (tickets start at \$150)
- Purchase ad space in our event journal
- Provide item(s) for silent auction
- Introduce your professional and social network to our cause by inviting them to attend *Farm to Tray* and/or share opportunities to participate as a fiscal or in-kind sponsor



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## Our Commitment to Nutrition

Holy Apostles Soup Kitchen is the largest emergency food program in New York State where, on average, 1,000 meals are served every day. For many people, the meal they eat here may be the only one they eat that day and ensuring that meals are nutritious, healthy and balanced is at the heart of what we do. Our weekly menu is planned months in advance to provide our guests with exposure to new and different foods, ensure optimal nutritional content and maximize use of locally grown and in-season produce.

By using **non-processed ingredients, in-season fruits and vegetables, New York State Dairy, and whole grain rice and pasta**, we are dedicated to food sustainability and serving our guests delicious, nourishing, and healthy meals.





Farm to Tray

For more information or to become an official sponsor of *Farm to Tray*,  
please contact Sara Pandolfi at [events@SaraPandolfi.com](mailto:events@SaraPandolfi.com)

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[farmtotray.org](http://farmtotray.org)