



Holy Apostles Soup Kitchen

Join us for our annual
sustainable food benefit.

May 17, 2018

6pm VIP Cocktail Reception
7-9pm General Admission



296 Ninth Avenue
New York, NY 10001

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farmtotray.org
holypostlessoupkitchen.org



ABOUT

FARM TO TRAY

Holy Apostles Soup Kitchen is the largest emergency food program in New York State, serving more than 1,000 meals each weekday to hungry and homeless New Yorkers.

Farm to Tray is our celebration of food and community at the soup kitchen, challenging well-respected culinary figures from across the city to produce a Sustainable Menu for this cocktail benefit. The idea for the campaign is firmly rooted in our commitment to food sustainability: using fresh, locally grown produce, minimizing food waste, planning nutritionally balanced meals, providing a variety of tastes and textures, and perhaps most important of all, presenting a vibrant and delicious meal for our daily guests.

The event held every May is the culmination of a year-round campaign to raise awareness about food sustainable practices that are intrinsic to the soup kitchen's overall mission of sustaining our guests' health and strength. Our

“Soup + Soul” approach is holistic as we aim to empower our guests to experience a more manageable and fulfilling way of life. We do this through an array of enrichment and social service programs.

On May 17th, *Farm to Tray* attendees will experience a bounty of food tastings in both indoor and outdoor settings, featuring live music and silent auction in the illustrious Church of the Holy Apostles, where nearly 300,000 meals are served annually to hungry New Yorkers.

Farm to Tray sponsors share both a love for great food and the desire to help those less fortunate who struggle with food insecurity. We are so proud to partner with such committed organizations and corporations who believe that giving back really does change the world.

Because of recent governmental cutbacks to longtime grants, the soup kitchen must rely more on private and corporate assistance to fulfill its mission and commitment to feeding the hungry. **That is why we need your support now more than ever.**





*FARM TO TRAY:
CAMPAIGN SUCCESS &
CHARITABLE IMPACT*

Since 2013, *Farm to Tray* has raised over **\$1,500,000** in cash and in-kind support and introduced **90 new partnerships** to Holy Apostles Soup Kitchen. This year, we are proud to honor **Google** at the event for its commitment to alleviating hunger in our community. The success of the *Farm to Tray* campaign is attributed to the soup kitchen's core group of dedicated volunteers, culinary figures and corporate partners who lend 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 2017, the sold out fundraiser attracted 400 corporate and community supporters. Benefit attendees have included longtime soup kitchen supporter Susan Sarandon, award-winning journalist Ian Frazier and the James Beard Foundation. We have enjoyed the diverse and generous sponsorship support from such companies as Agera Energy, dcc, Google, Whole Foods Market, and ZICO Coconut Water. The soup kitchen and its esteemed *Farm to Tray* campaign have been featured in numerous media outlets, including **The New York Times**, **The Wall Street Journal**, **Good Morning America**, **USA Today**, and **The Huffington Post**.

Our Past Sponsors include:

- 17 Summer Restaurant
- Agera Energy
- Altamarea Group
- Avenues: The World School
- Banville Wines
- Black Tap
- Bedell Cellars
- Bodega Negra at Dream Downtown
- Bridge Lane
- Brooklyn Brewery
- C-CAP
- Chatham Imports
- Crop Organic Vodka
- dcc
- Duane Reade
- Epicurean Events
- Fantis Foods
- Floritech
- Fluent
- Google
- Gotham Burger Social Club
- Grown Up Soda
- Happy Chef
- International Paper

- Investors Bank
- Jams
- JRCX
- Kimchi Smoke
- La Marzocco
- Left Bank
- Lindenmyr Munroe
- Marriott Hotels & Resorts
- Michter's Distillery
- OTTO NY
- SAS Graphics
- Scoops & Sweets
- Stumptown Coffee Roasters
- Tabatchnick Fine Foods
- Toast Ale
- Thalassa
- The Set NYC
- The Westin at Times Square
- Vertiv
- Virtue Cider
- Watershed
- Whole Foods Market
- ZICO Coconut Water
- ZIO Ristorante



2017 Culinary Partners



Exclusive VIP Meet & Greet with award-winning author Rozanne Gold



Executive Chefs Preston Madson & Ginger Pierce of *Jams* with Susan Sarandon



The Tabatchnick Family celebrating the legacy of the Ben Tabatchnick Award given annually



Marriott Hotels & Resorts volunteer hospitality staff



JOIN US AS A SPONSOR OF THE MAY 17, 2018 *FARM TO TRAY* BENEFIT

Diamond Sponsor, \$25,000

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

- 10 VIP tickets and gift bags
- Name attached to all promotional media
- Premier logo placement on event materials:
 - Invitation to 8,000 subscribers
 - Event journal (400 distributed to event attendees)
 - Event page with hyperlink to your company website
- Logo on Step & Repeat
- Inclusion in social media marketing surrounding event
- One full-page color ad in event journal (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 corporate page of soup kitchen's website
- Opportunity to donate to silent auction
- Opportunity for inclusion in Chef gift bags (15)
- Opportunity for inclusion in VIP gift bags (300)
- Corporate Volunteer Day at the soup kitchen for up to 20 employees, including media and private tour

Platinum Sponsor, \$15,000

PROVIDES OUR GUESTS' SOCIAL SERVICES FOR AN ENTIRE MONTH

- 8 VIP tickets and gift bags
- Name attached to all promotional media
- Premier logo placement on event materials:
 - Invitation to 8,000 subscribers
 - Event journal (400 distributed to event attendees)
 - Event page with hyperlink to your company website
- Inclusion in social media marketing surrounding event
- Logo on Step & Repeat
- One full-page color ad in event journal, size requirements 6"W x 9"H
- Sponsor recognition on large screen at event
- Opportunity to donate to silent auction
- Opportunity for inclusion in Chef gift bags (15)
- Opportunity for inclusion in VIP gift bags (300)

Gold Sponsor, \$10,000

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

- 6 VIP tickets and gift bags
- Second-tier logo placement on event materials:
 - Invitation to 8,000 subscribers
 - Event journal (400 distributed to event attendees)
 - Event page with hyperlink to your company website
- Inclusion in social media marketing surrounding event
- One full-page color ad in event journal, size requirements 6"W x 9"H
- Sponsor recognition on large screen at event
- Opportunity to donate to silent auction
- Opportunity for inclusion in Chef gift bags (15)
- Opportunity for inclusion in VIP gift bags (300)

Silver Sponsor, \$5,000

BRINGS 2 MONTHS OF FARM-FRESH DAIRY PRODUCED IN NEW YORK STATE TO EVERY MEAL

- 4 VIP tickets and gift bags
- Logo placement on event materials:
 - Event journal (400 distributed to event attendees)
 - Event page with hyperlink to your company website
- Inclusion in social media marketing surrounding event
- One full-page color ad in event journal, size requirements 6"W x 9"H
- Sponsor recognition on large screen at event
- Opportunity to donate to silent auction
- Opportunity for inclusion in Chef gift bags (15)
- Opportunity for inclusion in VIP gift bags (300)

Bronze Sponsor, \$2,500

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

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

*Deadlines to receive logos and ads: Invitation, February 2nd | Event Journal, April 13th | Website, April 27th



Additional Ways to Support Holy Apostles Soup Kitchen's Annual Farm to Tray Campaign

- Make a tax-deductible gift
- Purchase tickets to *Farm to Tray* (tickets start at \$150)
- Purchase an ad or tribute page 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



Yvan Lemoine, Chef & Cookbook Author, presenting his sustainable menu with help from C-CAP volunteers

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 weekday. 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.



Live performance by student volunteers from Avenues: The World School



Over 400 attendees gather annually in the Church of the Holy Apostles to support Holy Apostles Soup Kitchen through our Farm to Tray campaign.



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

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