



Dedicated to reducing the incidence and trauma of domestic violence, sexual assault, and child abuse in North Lake Tahoe and Truckee

[www.tahoesealliance.org](http://www.tahoesealliance.org)  
(775) 298-0010



Dedicated to reducing the incidence of hunger and its detrimental effects upon individuals, the local community and the region

[www.projectmana.org](http://www.projectmana.org)  
(775) 298-0008

To Whom it may concern:

Thank you for your interest in keeping Tahoe safe and fed. Tahoe SAFE Alliance, formerly Tahoe Women’s Services, and Project MANA are thrilled to be joining forces for the third year in-a-row in order to host the 23rd annual Chocolate, Wine & Roses Festival. Collaborating enables us to enhance the services we provide to our mutual clients and subsequently strengthens the physical and emotional health of our community. It also reduces the financial impact on local businesses and individuals by reducing the number of events they are asked to support. It gives us great joy to be able to bring our supporters together for an evening full of fun & entertainment, chocolate & wine tasting, scrumptious appetizers , and tantalizing auction items on **Saturday, November 5, 2011 from 7-10 p.m. at The Chateau at Incline Village, NV.**

**Become a Sponsor!**

Building on the success of last year’s first-ever theme event, this year ‘s event is titled Rat Pack Reunion, and guests will be transformed to the “hay day” of the 60’s Rat Pack Era in North Lake Tahoe. Sponsoring this year’s Chocolate, Wine & Roses Festival will put your business in the spotlight and at the intersection of Hollywood and Lake Tahoe glitz and glamour. You will be able to showcase your business to an elite audience, as well as demonstrate your support for keeping Tahoe SAFE and FED. Critical direct services such as *youth empowerment, violence prevention & education, children’s therapy , and nutrition education* are currently under-funded for the 2011-2012 year. Your contribution will help to insure the safety and health of our communities.

**Who We Are**

Tahoe SAFE Alliance is a community-based nonprofit organization providing support, advocacy, prevention and education services to victims of intimate partner violence, child abuse, and sexual assault. Our mission is to reduce the incidence and trauma of such experiences. In 2010 we provided direct services to 780 women, men and children, answered 508 calls on our Community Helpline, and gave over 452 violence prevention education presentations to nearly 4,736 children, students, businesses and community groups. Project MANA is a hunger relief organization servicing the North and West Shores of Lake Tahoe and Truckee. Our mission is to dramatically reduce the incidence of hunger and its detrimental effects upon individuals, families, the community and the region. In 2010, they distributed food to 29.022 households.

**Deadline  
October 1, 2011**

Help make this year’s Chocolate, Wine & Roses Festival a truly successful event. Send us your sponsorship by *October 1<sup>st</sup>* so that we can include your information in the event marketing materials and ads that will run in North Tahoe Bonanza, Sierra Sun, The Weekly and Moonshine Ink. You may send your contribution and contact information to: Tahoe SAFE Alliance, 948 Incline Way, Incline Village, NV 89451. For your convenience, you may also submit your company logo or other media materials by email in **PDF format with a minimum 300 ppi resolution** to [dawnh@tahoesealliance.org](mailto:dawnh@tahoesealliance.org). Upon receipt of your sponsorship, we will contact you to finalize publicity materials and provide you with a donor receipt. If this is an in-kind donation, please provide us the monetary value. Please feel free to call us with any questions.






Together, we can stop violence and abuse and prevent hunger. We look forward to hearing from you.

Sincerely,

Courtenay Silvergleid Wallpe, Ph.D.  
Chair, Sponsorships

George LeBard  
Executive Director, Project MANA

## CHOCOLATE WINE & ROSES FESTIVAL 2011 'RAT PACK' SPONSORSHIP LEVELS

Level	Amount	Promotional Materials
 <p><b>Frank Sinatra</b> ~Raised in excess of 1 billion in his lifetime for children's needs!</p>	\$10,000	<ul style="list-style-type: none"> <li>• Naming rights to event (e.g. "Chocolate, Wine and Roses Festival sponsored by Chocolate Lover, Inc.")</li> <li>• Event sponsorship on 30 second TV spot airing throughout Tahoe, Truckee and Reno; 1,000 spots x \$10/spot = \$10,000 estimated in-kind value</li> <li>• Prominent event sponsorship on Festival Poster, distribution 100 in Lake Tahoe, Truckee and Reno area businesses/organizations</li> <li>• Logo placement on event banners promoting festival and on all event signage</li> <li>• Major donor recognition in TWS and Project MANA annual reports</li> <li>• Honorable mention in Project MANA quarterly newsletter distributed to 600</li> <li>• 12 months advertising in TWS volunteer newsletter distributed to 400</li> <li>• 4 tickets to the Festival (\$300 value)</li> <li>• Invitation to Donor VIP reception immediately preceding event</li> </ul>
 <p><b>Marilyn Monroe</b> ~Raised money for underprivileged kids</p>	\$5,000	<ul style="list-style-type: none"> <li>• Mention on 30 second TV spot airing throughout Tahoe, Truckee and Reno; 1,000 spots x \$10/spot = \$10,000 estimated in-kind value</li> <li>• Placement on Festival Poster, distribution 100 in Lake Tahoe, Truckee and Reno area businesses/organizations</li> <li>• Logo placement on all event signage</li> <li>• Major donor recognition in TWS and Project MANA annual report</li> <li>• Honorable mention in Project MANA quarterly newsletter distributed to 600</li> <li>• 12 months advertising in TWS volunteer newsletter distributed to 400</li> <li>• 2 tickets to the Festival (\$150 value)</li> <li>• Invitation to Donor VIP reception immediately preceding event</li> </ul>
 <p><b>Sammy Davis, Jr.</b> ~Noted philanthropist</p>	\$2,500	<ul style="list-style-type: none"> <li>• Placement on Festival Poster, distribution 100 in Lake Tahoe, Truckee and Reno area businesses/organizations</li> <li>• Logo placement on all event signage</li> <li>• Major donor recognition in TWS and Project MANA annual report</li> <li>• Honorable mention in Project MANA quarterly newsletter distributed to 600</li> <li>• 9 months advertising in TWS volunteer newsletter distributed to 400</li> <li>• 2 tickets to the Festival (\$150 value)</li> <li>• Invitation to Donor VIP reception immediately preceding event</li> </ul>
 <p><b>Shirley MacLaine</b> ~Concerns are kids and education</p>	\$1,500	<ul style="list-style-type: none"> <li>• Placement on Festival Poster, distribution 100 in Lake Tahoe, Truckee and Reno area businesses/organizations</li> <li>• Logo placement on all event signage</li> <li>• Major donor recognition in TWS and Project MANA annual report</li> <li>• Honorable mention in Project MANA quarterly newsletter distributed to 600</li> <li>• 6 months of advertising in TWS volunteer newsletter distributed to 400</li> <li>• 2 tickets to the Festival (\$150 value)</li> <li>• Invitation to Donor VIP reception immediately preceding event</li> </ul>
 <p><b>Dean Martin</b> ~Lent his talent to hundreds of charities</p>	\$500	<ul style="list-style-type: none"> <li>• Logo placement on all event signage</li> <li>• Mention in Thank You and to run in North Tahoe Bonanza and Sierra Sun</li> <li>• Major donor recognition in TWS and Project MANA annual report (wide local distribution)</li> <li>• Honorable mention in Project MANA quarterly newsletter distributed to 600</li> <li>• 3 months of advertising in TWS volunteer newsletter distributed to 400</li> <li>• 2 tickets to the Festival (\$150 value)</li> </ul>

----- Please return form with payment and ad in PDF format -----

**Yes, I support the 23<sup>rd</sup> Annual Chocolate, Wine & Roses Festival fundraiser!**

Enclosed is my check or credit card payment for \$\_\_\_\_\_ to Tahoe SAFE Alliance for a sponsorship at the (circle one) level: *(Logo/ad layout also enclosed)*

Frank Sinatra	Marilyn Monroe	Sammy Davis, Jr.	Shirley MacLaine	Dean Martin
\$10,000	\$5,000	\$2,500	\$1,500	\$ 500

NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

Please send payment and form to  
Tahoe SAFE Alliance, 948 Incline Way, Incline Village, NV 89451  
Fax to (775) 298-0011  
Email [dawnh@tahoesealliance.org](mailto:dawnh@tahoesealliance.org)

Tahoe SAFE Alliance is a 501(c)(3) organization and your sponsorship is tax deductible. Federal Tax ID: 94-2985554.