



Dear Partner in Mission,

Spring 2021

Thank you so much for your support of CASA DeKalb County, Inc. and the abused and neglected children we serve through your past 50 Men Who Cook Sponsorship. As we are planning our event, we want to remind you of the opportunity to sponsor 50 Men Who Cook again this year on August 14th and ask you to allocate part of your 2021 charitable giving to our event. We are doing everything that we can to host a successful and safe in-person event this year!

50 Men Who Cook is truly unlike any other event in DeKalb County and continues to be one of the most popular fundraisers. Sponsoring the event offers *competitive benefits* to businesses like yours, including the following:

- A large audience of **community members** (Tickets will be limited in 2021 due to COVID-19)
- **Brand exposure** through physical/digital marketing, on-site recognition and community presence
- Efficient marketing: **We do the marketing for you!**
- Multiple networking opportunities
- **Targeted marketing:** Reach an audience who appreciates service to the community and companies - *like yours* - who give back
- **Sales goals:** Help meet your sales goals by reaching a wider audience
- **You look good when you donate** and we feature you on our social media, reaching over 5,000 people! Share our content for an easier way to grow your business.
- And MORE! See next page for detailed benefits.

The COVID-19 pandemic has impacted us all greatly and we appreciate your consideration of sponsoring us again this year. For the children we serve, the pandemic has resulted in a drastic increase of cases, with nearly 30 children entering the court system in the last two months. We need your ongoing support so we can continue our important work.

Please take a moment to look through the enclosed materials as they are updated from previous years with additional benefits. If you would like to sign up as a corporate sponsor today, please fill out the enclosed agreement form and return it to CASA via mail or email. If you have any questions about continuing your support of CASA through a corporate sponsorship, please do not hesitate to contact us.

We look forward to partnering with you again in 2021.

Very truly yours,

50 Men Who Cook Committee
www.casadekalb.org | 815-895-2052
50menwhocook@casadekalb.org

Benefiting:



SPONSORSHIP BENEFITS

5-STAR
\$5,000

TOP
CHEF
\$1,500

IRON
CHEF
\$1,000

ASSISTANT
CHEF
\$500

Pre-Event Recognition*

Daily Chronicle/Midweek Ads (approx. \$5,000 value)	●			
Event Tickets	10	6	4	2
Social Media/Website Banners	●			
Invite to Chef Orientation in July	●	●		
Radio	●	●	●	
Social Media/Website Presence	●	●	●	Name Only
Event Poster	●	●	●	Name Only
Promo Video	●	●	●	Name Only
Email Blasts	●	●	●	Name Only

On-Site Recognition*

Reserved Sponsor Table on Patio	●			
Announcement During End of Night Presentation	●			
"Sponsor a Chef" Tablecloth**	●			
"Sponsor a Chef" Name Plate**	●	●		
Sponsor Table Promo Swag	●	●		
Sponsor Table Sign	●	●	●	Name Only
Table Tent Cards	●	●	●	
Banner	●	●	●	●
Program	●	●	●	Name Only
PowerPoint	●	●	●	Name Only
Name Mention by Event MC	●	●	●	●

Post-Event Recognition*

Daily Chronicle Thank You Ad	●	Name Only	Name Only	Name Only
Social Media	●	●	●	Name Only
Email Blast	●	●	●	Name Only

2021 Add-On Opportunity! \$500 each
Sponsor 1st Place Appetizer, Side Dish, Entrée, or Dessert

*Logo is used unless otherwise noted.

**Visit www.casadekalb.org/become-a-corporate-sponsor/ for more details.

On-Site Benefit Explanations

Receipt of benefit depends on sponsorship level detailed on previous page.

Reserved Sponsor Table on Patio: *Table at front near band reserved for Five-Star sponsors.*

Announcement During End of Night Presentation: *Your company name is announced as a Five-Star Sponsor during the event presentation that begins around 8:15 pm.*

"Sponsor a Chef" Tablecloth: *You provide a company tablecloth to be displayed at one chef's station (approx. a 4' x 4' space). Can be a chef from your company or a chef provided by CASA.*

"Sponsor a Chef" Name Plate: *Your company logo is printed on one chef's name plate card that is at their station. Can be a chef from your company or a chef provided by CASA.*

Sponsor Table Swag: *You provide company "swag" for the corporate sponsor table display. Event committee reserves the right to limit the quantity and type of swag.*

Sponsor Table Sign: *Your logo or name is listed on the corporate sponsor table sign.*

Table Tent Cards: *Your logo is included on the table tent cards displayed throughout the event venue.*

Banner: *Your logo is included on the event banner.*

Program: *Your logo or name is included in the event program.*

PowerPoint: *Your logo or name is included in the event PowerPoint.*

Name Mention by MC: *Your name is announced by the event MC as one of the corporate sponsors during the evening.*

For additional questions about sponsorship benefits, contact CASA at 815-895-2052 or 50menwhocook@casadekalb.org.



Corporate Sponsorship Agreement 2021

Please return this form and check made payable to CASA DeKalb County, ATTN: Jill Olson, 407 W. State St. #6, Sycamore, IL 60178, and email your most updated logo to 50menwhocook@casadekalb.org.

To ensure maximum visibility for your company, please return by June 1.

_____ The company will sponsor at the *5-Star Sponsor Level - \$5,000*

_____ The company will sponsor at the *Top Chef Level - \$1,500*

_____ The company will sponsor at the *Iron Chef Level - \$1,000*

_____ The company will sponsor at the *Assistant Chef Level - \$500*

_____ The company will make a donation of \$_____.

_____ The company will also sponsor 1st place appetizer, side dish, entrée or dessert (available on first come, first served basis). - *\$500 add-on!*

Please choose one of the following:

_____ *The company has enclosed a check.*

_____ *The company would like to be billed.*

Company Name: _____
(As it should appear on promotional material.)

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone Number: _____ Email: _____

50 Men Who Cook and all sponsorship benefits are subject to COVID-19 restrictions from the State of IL and DeKalb County Department of Public Health.

*All proceeds benefit CASA DeKalb County, Inc., a nonprofit organization which advocates for and serves as the voice for abused and neglected children.
For more information, visit casadekalb.org.*

Benefiting:

