



Dear Partner in Mission,

2022

We would like to inform you of the [opportunity to sponsor CASA DeKalb County's 50 Men Who Cook](#) event on August 13th and ask you to allocate part of your 2022 charitable giving to our event. This fundraiser benefits CASA's work of advocating for 100% of the children in DeKalb County who have experienced abuse and neglect and are involved in the court system through no fault of their own. We are doing everything that we can to host a successful and safe in-person event again 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](#)
- [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.

Despite the impact of the COVID-19 pandemic, which we continue to experience in our community, we had over 400 people attend the 17th annual 50 Men Who Cook in 2021 and are optimistic that 2022 will bring the same success. More importantly, we need your support so we can continue our advocacy work for children in DeKalb County who have experienced abuse or neglect. In 2021, we served a total of 238 children, giving them a voice in court and someone who believes in them.

Please take a moment to look through the enclosed materials, which outline the benefits of a sponsorship. 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 supporting CASA through a corporate sponsorship, please do not hesitate to contact us.

We look forward to partnering with you in 2022.

Very truly yours,

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



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 - July | ● | ● | | |
| Outdoor Banner | ● | ● | | |
| Radio | ● | ● | ● | |
| Social Media/Website Presence | ● | ● | ● | Name Only |
| Event Poster | ● | ● | ● | Name Only |
| Promo Video | ● | ● | ● | Name Only |
| Email Blasts | ● | ● | ● | Name Only |

On-Site Recognition*

| | | | | |
|---|---|---|---|-----------|
| Announcement During End of Night Presentation | ● | | | |
| "Sponsor a Chef" Tablecloth** | ● | | | |
| "Sponsor a Chef" Name Plate** | ● | ● | | |
| Sponsor Table Promo Swag | ● | ● | | |
| Table Tent Cards | ● | ● | ● | |
| Sponsor Table Sign | ● | ● | ● | Name Only |
| 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 |

2022 Add-On Opportunity! \$250 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.



Corporate Sponsorship Agreement 2022

Please return this form and check made payable to
CASA DeKalb County, ATTN: Jill Olson, 308 W. State St. Suite 301, 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). - \$250 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, a nonprofit organization which advocates for and serves as the voice for
children who have experienced abuse and neglect. For more information, visit casadekalb.org.*

