



SPONSORSHIP INFORMATION

8th Annual

A Taste of the Highlands

Saturday, May 15, 2010

Benefiting Children's Healthcare of Atlanta

On behalf of Children's Healthcare of Atlanta, InTown Friends, and Fifth Group Restaurants, we ask for your help in sponsoring the 8th Annual A Taste of the Highlands to be held Saturday, May 15, 2010. InTown Friends is one of over 30 Community Friends groups supporting Children's Healthcare of Atlanta through volunteer service, fundraising, and advocacy.

We are proud to announce that over \$150,000 has been raised since the inception of this event. We hope you will consider sponsoring this 8th annual event to help us maximize this year's proceeds to enable InTown Friends to help support crucial aspects of the Children's Healthcare of Atlanta commitment to children, including:

- Critical Care Equipment
- Transport Emergency Vehicles
- Friends Research Fund
- Big Apple Circus Clown Care Unit
- Aflac Cancer Center Endowment
- Patient And Family Support
- Chaplaincy

Please contact Amelia Doherty, Sponsorship Chairman, at intownfriends@gmail.com should you have any questions.



OVERVIEW OF A TASTE OF THE HIGHLANDS

WHO

InTown Friends, Fifth Group Restaurants, volunteers across Atlanta, local restaurants and beverage vendors, and more

WHAT

Samplings from many Virginia Highland and select Atlanta restaurants and beverage vendors

WHEN

Saturday, May 15, 2010 – 2pm-5pm

WHERE

John Howell Park

WHY

Benefiting Children's Healthcare of Atlanta

ADMISSION COST

Adults – \$35 in advance; \$45 day of event

Students (must have valid student ID) – \$25 in advance; \$35 day of event

Age 6-16 – \$15 in advance; \$25 day of event

Age 5 and under – free

ONLINE

Website <http://www.tasteofthehighlands.com>

Brightkite <http://www.brightkite.com/people/intownfriends/>

Facebook <http://www.facebook.com/TasteOfTheHighlands>

MySpace <http://www.myspace.com/tasteofthehighlands>

Twitter <http://www.twitter.com/intownfriends>

YouTube <http://www.youtube.com/intownfriends>



PRESS RELEASE OUTLETS

Access Atlanta/AJC: 2,014,553 Unique Visitors/Month **Skirt! Atlanta:** 100,000 Total Circ.
Creative Loafing Atlanta: 113,000 Total Circ. **Sunday Paper:** 62,000 Total Circ.
Creative Loafing Atlanta Online: 326,635 Unique Visitors/Month
Daily Candy: 2,400,000 Unique Visitors/Month

MAKING PROGRESS: 2007 VS. 2008 VS. 2009

	2007	2008	2009
Ticket Sales	\$ 22,614	\$ 26,955	\$19,095
Corporate Sponsorship	\$ 8,450	\$ 10,520	\$12,255
Expenses	\$ 4,877	\$ 6,841	\$7,265
Restaurants	Approx. 26	27	32
Beverage Vendors	Approx. 6	6	8
Recruitment events	0	3	1
Location	John Howell Park	Piedmont Park	John Howell Park

Year	Proceeds to Children's Healthcare of Atlanta	% Change Compared to Previous Year
2003	\$ 8,258	n/a
2004	\$ 23,077	+179%
2005	\$ 22,262	-4%
2006	\$ 21,292	-4%
2007	\$ 26,358	+24%
2008	\$ 32,342	+23%
2009	\$ 23,000	-28%



SPONSORSHIP LEVELS

InTown Friends, Fifth Group Restaurants, and Children's Healthcare of Atlanta invite you to become a sponsor for the 8th Annual A Taste of the Highlands, to be held on May 15, 2010. This tax-deductible gift will benefit the patients at Children's Healthcare of Atlanta. Below you will find opportunities for sponsorships. We thank you for your consideration.

Title Sponsor – RESERVED FOR FIFTH GROUP RESTAURANTS

Platinum Sponsor - \$2,000 and above

- Five tickets to join us at the event
- Company name and/or logo on event program, event signage, interactive media (website, social networking sites)
- Distribution of brochures or other promotional items at the event via a shared Platinum Sponsors' Table
- Recognition in Children's Healthcare of Atlanta volunteer newsletter, *Small Wonders* (distribution 20,000)

Gold Sponsor - \$1,000 and above

- Four tickets to join us at the event
- Company name and/or logo on event program, event signage, interactive media (website, social networking sites)
- Distribution of brochures or other promotional items at the event via a shared Gold Sponsors' Table
- Recognition in Children's Healthcare of Atlanta volunteer newsletter, *Small Wonders* (distribution 20,000)

Silver Sponsor - \$500 and above

- Three tickets to join us at the event
- Company name and/or logo on event program
- Recognition in Children's Healthcare of Atlanta volunteer newsletter, *Small Wonders* (distribution 20,000)

Bronze Sponsor - \$200 and above

- Two tickets to join us at the event



SPONSORSHIP SIGN-UP FORM

Yes, please include my organization as a Sponsor for the 8th Annual A Taste of the Highlands benefiting Children's Healthcare of Atlanta.

Company/Individual/Organization (as to be published in print materials)

Contact Name and Title

Address

City, State and Zip

Phone

Email address

Level of Sponsorship (please check one)

Platinum Sponsor \$2,000 and above

Bronze Sponsor \$200 and above

Gold Sponsor \$1,000 and above

Donor \$ _____ amount

Silver Sponsor \$500 and above

Check here if you would prefer to donate anonymously (your company name/logo will not appear on any event signage, event programs, etc.)

Method of Payment

Please make checks payable to Children's Healthcare of Atlanta. Thank you for your support! If mailing your donation, please mail to Children's Healthcare of Atlanta, A Taste of the Highlands, Attn: Ashley Dollar, 1687 Tullie Circle Atlanta, GA 30329. Questions? Call 404.785.7316.

Logo

Please send a high-resolution version of your company logo to intownfriends@gmail.com for placement in the applicable event collateral, depending on your Sponsorship Level.



IN-KIND DONOR FORM

8th Annual A Taste of the Highlands

Saturday, May 15, 2010

Sponsored by InTown Friends and Fifth Group Restaurants

Benefiting Children's Healthcare of Atlanta

Donor Name

Contact Name and Title

Phone

Fax

Email address

Address

Description of donation(s)

Retail Value of donation(s) – IRS requires this information

_____ Item enclosed

_____ Will send/deliver by this date: _____

_____ Please call to arrange for pick up

_____ Please send me A Taste of the Highlands event posters for display purposes.

Thank you for your support!

Please contact Doherty, Sponsorship Chairman, at intownfriends@gmail.com should you have any questions.

Please keep a copy of this information for your records. Children's Healthcare of Atlanta is a not-for-profit organization. ID number 58-171-0601.