

Rotary Club of Wall Street New York

Church Street Station
P. O. Box 1706
New York, NY 10008-1706
www.wallstreetrotary.org



To Whom It May Concern:

On May 28, 2014 the Rotary Club of Wall Street New York, will be hosting a special screening of the film *A Place at the Table* at SVA Theatre in New York. We invite you to show your support for this cause by joining us as a sponsor for this unique event presented in one of New York City's most prominent venues.

About Us

The Rotary Club of Wall Street along with its Rotary Club of Wall Street Foundation, based in the Financial District of New York City, is one of the leading clubs comprising Rotary International. Rotary's core objective is service — in the community, in the workplace, and around the globe. The 1.2 million Rotarians who make up more than 34,000 Rotary clubs in nearly every country in the world share a dedication to the principle of "Service Above Self."

Our Club members are a diverse group of business professionals, corporate leaders and educators, committed to the service mission of Rotary International. We have spearheaded a number of significant humanitarian initiatives designed for the betterment of the New York City community and communities worldwide, including: Hurricane Sandy Relief Efforts; Coalition for the Homeless Food Van; Outreach Meal Packaging Program; Youth Leadership Council in collaboration with the High School of Economics & Finance; the Bowery Mission, Nazareth Housing, and Ronald McDonald House Support Efforts; End Polio Now; Freshwater Projects International; Gift of Life; Shelter Box; Urban Shelter Kits Project; Day Clinic Dewanbegi Project; New York Cares Day; Books for Kids; Foundation for the Revival of Classical Culture; and Hands on New York Day. For further information on the Rotary Club of Wall Street and the domestic and global programs we support, please visit our website at: www.wallstreetrotary.org.

Film Screening Feature

50 million people in the U.S.—one in four children—don't know where their next meal is coming from, despite our having the means to provide nutritious, affordable food for all Americans. Directors Kristi Jacobson and Lori Silverbush examine this critical national challenge through the eyes of three persons in different parts of the country struggling with hunger: Barbie, a single Philadelphia mother who grew up in poverty and is trying to provide a better life for her two kids; Rosie, a Colorado fifth-grader who often has to depend on friends and neighbors to feed her and has trouble concentrating in school; and Tremonica, a Mississippi second-grader whose asthma and health issues are exacerbated by the nutrient-deficient meals her hardworking mother can afford.

Their stories are interwoven with insights from experts including sociologist Janet Poppendieck, author Raj Patel and nutrition policy leader Marion Nestle; ordinary citizens like Pastor Bob Wilson and teachers Leslie Nichols and Odessa Cherry; and activists such as Witness to Hunger's Mariana Chilton, Top Chef's Tom Colicchio and Oscar®-winning actor Jeff Bridges.

Ultimately, *A Place at the Table* shows us how hunger poses a serious economic, social and cultural threat for our nation, and how that threat could be eradicated if the American people decide—as they have in the past—that making healthy food available and affordable is in the best interest of us all.

The Rotary Club of Wall Street is proud to support the artistic endeavor that is *A Place at the Table*. Your sponsorship contribution will support the screening of *A Place at the Table*, as well as a donation to the non-profit charity No Kid Hungry, which through its numerous programs, platforms and initiatives, connects kids in need with nutritious food, teaches their families how to cook healthy, affordable meals, and engages the public to make ending childhood hunger a national priority. In addition, a portion of the proceeds from this event will further aid the numerous local and international humanitarian projects led by the Rotary Club of Wall Street. We work hard to make a difference in our community and worldwide, and believe that you would be a great partner in our endeavors.

Film Screening Program

- Reception with wine and *hors d'oeuvres*;
- Formal welcome and introduction of Sponsors;
- Screening of documentary feature *A Place at the Table*;
- Panel Discussion and Q&A with the audience

Sponsorship Opportunities

The following opportunities are available to sponsor the Rotary Club of Wall Street Film Screening at SVA Theatre in New York on May 28, 2014. We look forward to welcoming you as a sponsor to this outstanding event.

Signature Sponsor Rights and Benefits - \$5,000 commitment

Naming and Recognition

- Event to identify Sponsor as a “Signature Sponsor”
- Only two (2) sponsorships available at this level

Promotional Rights

- Event logo and official designation may be used for promotions
- Opportunity to create a Sponsor press release (pending approval)
- Sponsor mentioned in all event press announcement(s) to media

Media and Onsite Benefits

- Sponsor brand logo on any event signage
- Sponsor name and brand logo on screen card and reception media loop
- Sponsor recognition in any official print materials produced for the event
- Sponsor recognition and brand logo featured on a series of electronic event invitation(s)
- Sponsor name and brand logo on Rotary Club of Wall Street website for 1 year (500+ visits per month)
- Opportunity to sample or distribute products or materials at the event (pending Rotary Club of Wall Street and venue approval)
- Opportunity to network with an exclusive group of event attendees

VIP Hospitality and Entertainment

- Package of eight (8) reserved VIP seats for the screening
 - Opening remarks (or Reception Welcome) on night of the event
-

Principal Sponsor Rights and Benefits - \$2,500 commitment**Naming and Recognition**

- Event to identify Sponsor as a “Principal Sponsor” of the event
- Only two (2) sponsorships available at this level

Promotional Rights

- Sponsor mentioned in all event press announcement(s) to media

Media and Onsite Benefits

- Sponsor recognition in any official print materials produced for the event
- Sponsor recognition and brand logo featured on a series of electronic event invitation(s)
- Sponsor name and brand logo on Rotary Club of Wall Street website for 1 year (500+ visits per month)
- Opportunity to sample or distribute products or materials at the event (pending Rotary Club of Wall Street and venue approval)
- Opportunity to network with an exclusive group of event attendees

VIP Hospitality and Entertainment

- Package of six (6) reserved VIP seats for the screening
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Sponsor Rights and Benefits - \$1000 commitment**Naming and Recognition**

- Event to identify Sponsor as a “Sponsor” of the event
- Up to three (3) sponsorships available at this level

Promotional Rights

- Sponsor mentioned in all event press announcement(s) to media

Media and Onsite Benefits

- Sponsor recognition in any official print materials produced for the event
- Sponsor recognition and brand logo featured on a series of electronic event invitation(s)
- Sponsor name and brand logo on Rotary Club of Wall Street website for 1 year (500+ visits per month)
- Opportunity to network with an exclusive group of event attendees

VIP Hospitality and Entertainment

- Package of four (4) reserved VIP seats for the screening
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Supporter Rights and Benefits - \$500 commitment

Naming and Recognition

- Event to identify Sponsor as a “Supporter” of the event
- Up to four (4) sponsorships available at this level

Media and Onsite Benefits

- Sponsor recognition in any official print materials produced for the event
- Sponsor recognition and brand logo featured on a series of electronic event invitation(s)
- Sponsor name and brand logo on Rotary Club of Wall Street website for 1 year (500+ visits per month)
- Opportunity to network with an exclusive group of event attendees

VIP Hospitality and Entertainment

- Package of two (2) reserved VIP seats for the screening

Don't miss this opportunity. Sponsorships are reserved on a first-come, first-served basis.

On behalf of the members of the Rotary Club of Wall Street and the thousands of people we support every year, we would like to thank you for the chance to present this sponsorship opportunity to you. Please feel free to contact us anytime at President@WallStreetRotary.org should you have any questions or comments.

Sincerely,

Hermann Walz, President of the Rotary Club of Wall Street & the RCWS Event Committee

The Rotary Club of Wall Street Foundation is a recognized not-for-profit 501(c)(3) tax-exempt organization with Public Charity Status making contributions thereto tax-deductible under Section 170 of the Internal Revenue Code. The Rotary Club of Wall Street Foundation is dedicated to promoting and supporting domestic and global humanitarian programs, as well as educational, social and cultural activities advancing the service mission of Rotary International. The Purpose of the Rotary Club of Wall Street Foundation is achieved through fundraising and inspiring the ideal of Community Service as a basis of worthy enterprise by encouraging and providing opportunities for Service to our community, by encouraging high ethical standards in business and professions; and by dignifying each Rotarian's occupation as an opportunity to provide “Service Above Self” for the betterment of society.

The Rotary Club of Wall Street Foundation's Federal Tax ID Number is 45-4583508; a copy of our IRS Recognition Letter may be found on our website located at: <http://www.wallstreetrotary.org> under the RCWS Foundation tab. Cash Contributions are fully tax deductible, however, Film Screening Event Ticket purchases constitute a Quid Pro Quo Contribution and are thus tax-deductible to the extent in excess of the fair market value of goods provided to each ticket holder, such as cocktails, hors d'oeuvres, etc. We will provide you with the necessary tax receipt(s) for your generous tax-deductible contributions.