


April 18th, 2013

CORKS 
& FORKS
CHEERS TO 15 YEARS
SECOND HELPINGS

Sponsorship Opportunities
SECOND HELPINGS



CORKS & FORKS

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CORKS & FORKS

Event Information

When

Thursday, April 18, 2013

5:30 p.m. Legends VIP Cocktail Hour

7:00 p.m. Food, Drinks, Live & Silent Auction and Entertainment
VIP Locker Room Lounge

Where

Bankers Life Fieldhouse

125 South Pennsylvania St. Indianapolis, IN

Why

Proceeds from the Corks & Forks Gala directly support Second Helpings. ***At Second Helpings, we transform lives through the power of food.***

We're more than a soup kitchen or a food pantry—we're a community kitchen. We're not just teaching people to cook—we're providing an avenue for people to transform their own lives. We don't just collect food—we rescue food because we can't stand to see it go to waste when others have none. Today, the need is so much greater than we ever imagined when we began—so we'll go on undeterred. To keep this work going, we need people like you—people who donate their time, food, and money to fight poverty and hunger.

We invite you to review this sponsorship packet and discover how you can help us end food waste, poverty, and hunger. We need your time, your talent, and your support—today more than ever. Thank you.



Honorary Event Chair

Jim Morris, Pacers Sports & Entertainment



Jim Morris is President of Pacers Sports and Entertainment, the parent company of the Indiana Pacers and the 2012 WNBA Champions Indiana Fever. From 2002 until 2007, he served as Executive Director of the United Nations World Food Programme, the world's largest humanitarian organization. Jim's position with the UN had the rank of Undersecretary General. His passion is eliminating child hunger everywhere from Sub-Saharan Africa to Indianapolis.

He was Chairman and CEO of IWC and its principal subsidiary, the Indianapolis Water Company from 1989-2002. He served the Lilly Endowment for sixteen years including five years as its President. The Lilly Endowment is the extraordinary philanthropy founded by the Lilly family in 1937 to serve the community, education and religion. From 1967-1973, he had the remarkable experience of serving as Chief of Staff for Indianapolis Mayor Dick Lugar.

Currently, he serves as Chairman of the Riley Children's Foundation. He is on the boards of the Urban League and the I.U. Foundation, National Advisory Board of the Boy Scouts of America, Church World Service, and the Eiteljorg Museum. He is also on the board of One America, Old National Bank, Indianapolis Motor Speedway and Hulman Co., Elanco and the Indianapolis Power and Light Co. He has received seventeen Honorary Degrees from colleges and universities.

He served as a Trustee and Board Chairman of both Indiana University and Indiana State University. He served as Treasurer of the U.S. Olympic Committee and the U.S. Gymnastic Federation, a member of the Board of Governors of the American Red Cross, and a past Chairman of both the United Way and its campaign.

He was chair of the recent Gleaners capital campaign and is genuinely enthusiastic about the remarkable work and growth of Second Helpings. He spends as much time as he can addressing hunger in Indianapolis and Indiana, especially for children. He is an elder of the Second Presbyterian Church. Jim has been married for 48 years to Jackie. They have three children married to wonderful spouses and are the proud grandparents of eight grandchildren ranging in age from 2-17.

OUR MISSION

Transforming lives through the power of food

History

In 1995, three chefs joined forces to discuss the food service industry in their community. They saw firsthand the tremendous amount of waste in the food service industry. At the same time, they were acutely aware that most programs serving those who are disadvantaged often struggled to provide for their clients' most basic nutritional needs.

By 1998, the three chefs set forth to solve all four problems—food waste, hunger, job training and a source of skilled labor for the local food service industry—with one solution: turn unused food into meals and jobs.

Food Rescue



We rescue prepared and perishable food from wholesalers, retailers, restaurants and food service providers—preventing unnecessary waste. We've rescued over 17 million pounds of food.

Hunger Relief



We use rescued food to prepare nutritious, hot meals and distribute those meals to more than 70 social service agencies that feed hungry people in Central Indiana. We deliver over 3,300 meals each day.

Job Training



We use rescued food to train adults who are unemployed, or underemployed for careers in the culinary field—helping to eliminate hunger at its source. We've trained more than 500 graduates.

Sponsorship Benefits

Exclusivity

Visibility

Community

Recognition

With a Corks & Forks sponsorship at Bankers Life Fieldhouse, your colleagues and clients will experience an environment that is **unparalleled to all other events**. With a wide range of packages to fit every budget, we offer 6 different levels of sponsorship packages as well as additional underwriting event opportunities.

With your sponsorship, you will obtain **EXCLUSIVITY** and reach an affluent, educated, high-stakeholder audience. The majority of attendees will be strong supporters of Second Helpings—those who have dedicated their time, talent, and treasure to our mission. Other attendees will include clients and guests of the top companies in and around Central Indiana.

Past participants of the Second Helpings Harvest Gala resulted in tremendous success, raising over \$100,000. Over 600 participants were in attendance between the ages of 30-70 consisting of professionals, entrepreneurs, business owners, and established retirees. As a 2013 Corks & Forks Sponsor, you will receive special **RECOGNITION** and create new sales opportunities, generate leads and expand your network and position your organization as a premier supporter of our community.

This year, sponsorship have been expanded to offer more opportunities, more options, and more **VISIBILITY** for your company. Bankers Life Fieldhouse now boasts the second largest scoreboard in the NBA. At nearly five times the size of its predecessor, the new scoreboard features twin 1080p HD video screens, each measuring 50 feet long—extending nearly foul line to foul line—by 21 feet high. In addition, the scoreboard design is capped by a 25' x 14' full 1080p HD video screen facing each baseline. The end result of the design is a greatly improved visual experience from nearly every seat in the building.

As a nonprofit in its 15th year of operations, Second Helpings is established, respected, and visible in the **COMMUNITY**. You can rest assured that Second Helpings will be model stewards of your company's sponsorship funds.

SPONSORSHIP GUIDE

five levels of opportunity

SPONSOR BENEFITS

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Crystal Anniversary Sponsor
Title Sponsorship	✓					
Welcoming from Company Representative	✓					
Logo front of event program as Title Sponsor	✓					
Company name on Entry Pavilion Ticker Board	✓					
Logo featured on event invitations	✓					
Recognition in all paid and earned media	✓					
Recognition on community event calendars	✓					
Recognition on SH social media pages	✓					
Company Representative on Event Committee	✓					
Logo on SH Newsletters (print and electronic)	✓	✓				
Verbal Recognition by Stage Emcee	✓	✓	✓			
Recognition on 1080p HD Court Scoreboard	✓	✓	✓	✓		
Recognition on Concourse TV displays	✓	✓	✓	✓		
Recognition on Courtside Display Board	✓	✓	✓	✓		
Full-page advertisement in Gala Program	✓	✓				
Half-page ad in Gala Program			✓			
Quarter-page ad in Gala Program				✓		
2 Bottles of champagne or wine at each table	✓	✓	✓	✓	✓	
Reserved Table of 10 with signage	4	3	2	1	1	
VIP Gala Tickets	40	30	20	10	10	6
Early access to auction viewing and bidding	✓	✓	✓	✓	✓	✓
Logo and Link on SH website	✓	✓	✓	✓	✓	✓
Transform lives through the power of food	✓	✓	✓	✓	✓	✓

SPONSORSHIP

Diamond Level

For your generous sponsorship, your company will receive:

- ✓ **Exclusivity (only 1 available)**
 - Exclusive VIP Sponsor of Legends Lounge (before event)
 - 40 VIP Gala Tickets.
 - 4 reserved tables of 10 in a prime location near stage with company signage.
 - Early entrance to the VIP lounges before and during event.
 - 2 bottles of champagne or wine on each reserved table.
 - Early access to auction viewing and bidding.

- ✓ **Visibility**
 - Logo and/or company name prominently featured on ALL event signage, including all dynamic displays at Bankers Life Field house, Entry Pavilion Ticker Board, courtside display, 1080p HD court scoreboard, and all TV displays.
 - Logo prominently featured on over 500 invitations (both print and electronic) including direct mail to past attendees of Harvest and direct distribution to carefully targeted sites.
 - Logo on front cover of gala program.
 - Full-page ad in gala program.
 - Logo featured on postcards, flyers, and vehicle magnets.
 - Logo and link on Second Helpings webpage and Corks & Forks webpage.
 - Monthly recognition through social media networks (Facebook, Twitter).
 - Recognition in online event calendar postings on major Indianapolis-event sites.
 - Recognition in Second Helpings Peas & Carrots Newsletter, sent to over 4,000 supporters.

- ✓ **Recognition**
 - Recognition in press release sent to major media outlets.
 - Title sponsorship acknowledgement in Second Helpings video shown at event on court scoreboard display.

- ✓ **Community**
 - Designated Sponsor Company Representative on the Event Committee.
 - The opportunity to transform lives through the power of food.

Your company's commitment by March 15, 2013 includes sponsorship of \$40,000 paid by April 18, 2013.



SPONSORSHIP

Platinum Level

For your generous sponsorship, your company will receive:

✓ Exclusivity

- 30 VIP event tickets.
- 3 reserved tables of 10 in a prime location near stage with company signage.
- Early entrance to the VIP lounges before and during event.
- 2 bottles of champagne or wine on each reserved table.
- Early access to auction viewing and bidding.

✓ Visibility

- Logo and/or company name prominently featured on event signage, including all dynamic displays at Bankers Life Field house, such as courtside display and 1080p HD court scoreboard.
- Logo featured on over 500 invitations, including direct mail to past participants and direct distribution to carefully targeted sites.
- Full-page ad in gala program.
- Logo featured on postcards, flyers, and vehicle magnets.
- Logo and link on Second Helpings webpage and Corks & Forks webpage.

✓ Recognition

- Verbal recognition from stage emcee at event.
- Recognition through social media networks (Facebook, Twitter).
- Recognition in online event calendar postings on major Indianapolis-event sites.
- Recognition in Second Helpings Peas & Carrots Newsletter, sent to over 4,000 supporters.

✓ Community

- The opportunity to transform lives through the power of food.

*Your company's commitment by March 15, 2013 includes sponsorship of **\$25,000** paid by April 18, 2013.*



SPONSORSHIP

Gold Level

For your generous sponsorship, your company will receive:

✓ **Exclusivity**

- 20 VIP event tickets.
- 2 reserved tables of 10 in a prime location near stage with company signage.
- Early entrance to the VIP lounges before and during event.
- 2 bottles of champagne or wine on each reserved table.
- Early access to auction viewing and bidding.

✓ **Visibility**

- Logo and/or company name featured on event signage, including courtside display and 1080p HD court scoreboard.
- Half-page ad in gala program.
- Logo and link on Second Helpings webpage and Corks & Forks webpage.

✓ **Recognition**

- Verbal recognition from stage emcee at event.

✓ **Community**

- The opportunity to transform lives through the power of food.

*Your company's commitment by March 30, 2013 includes sponsorship of **\$10,000** paid by April 18, 2013.*



SPONSORSHIP

Silver Level

For your generous sponsorship, your company will receive:

- ✓ **Exclusivity**
 - 10 VIP event tickets.
 - 1 reserved table of 10 in a prime location near stage with company signage.
 - Early entrance to the VIP lounges before and during event.
 - 2 bottles of champagne or wine on each reserved table.
 - Early access to auction viewing and bidding.

- ✓ **Visibility**
 - Logo and/or company name featured on event signage, including courtside display and 1080p HD court scoreboard.
 - Quarter-page ad in gala program.
 - Logo and link on Second Helpings webpage and Corks & Forks webpage.

- ✓ **Community**
 - The opportunity to transform lives through the power of food.

*Your company's commitment by March 30, 2013 includes sponsorship of **\$5,000** paid by April 18, 2013.*



SPONSORSHIP

Bronze Level

For your generous sponsorship, you will receive:

✓ **Exclusivity & Recognition**

- 10 VIP event tickets.
- 1 reserved table of 10.
- Access to VIP lounges before and during event.
- Access to early auction viewing & bidding.
- Recognition in gala program.
- Logo and link on Second Helpings and Corks & Forks webpage.
- Transform lives through the power of food.

*Your company's commitment by March 30, 2013 includes sponsorship of **\$2,500** paid by April 18, 2013.*

Crystal Anniversary Ambassador

For your generous sponsorship, you will receive:

✓ **VIP Status & Recognition**

- 6 VIP event tickets.
- Access to VIP lounges before and during event.
- Access to early auction viewing & bidding.
- Recognition in gala program.
- Logo and link on Second Helpings and Corks & Forks webpage.
- Transform lives through the power of food.

*Your company's commitment by March 30, 2013 includes sponsorship of **\$1,500** paid by April 18, 2013.*

Individual Tickets

\$125 General Admission

\$250 VIP Admission



SPECIAL SPONSORSHIP OPPORTUNITIES

Media Sponsor

For your generous sponsorship, you will receive:

- Exclusive coverage of the event before, during, and after.
- 4 VIP event tickets with 4 seats at reserved table.
- Access to VIP lounges before and during event.
- Exclusive signage at event as media sponsor.
- ¼ page ad in gala program.
- Logo and link on Second Helpings and Corks & Forks webpage.

Your commitment includes earned media to be negotiated with Second Helpings' Marketing Manager.

Auction Sponsor

For your generous sponsorship, you will receive:

- 10 VIP event tickets.
- 1 reserved table of 10 near stage with company signage.
- Early entrance to the VIP lounges before and during event.
- 2 bottles of champagne or wine on each reserved table.
- Logo featured on event signage, including courtside display and 1080p HD court scoreboard.
- Logo featured on ALL auction signage, including cellular auction signage, posters, table tents, and program.
- ¼ page ad in gala program.
- Logo and link on Second Helpings and Corks & Forks webpage.

Your commitment by March 15, 2013 includes sponsorship of \$7,500 paid by April 18, 2013.

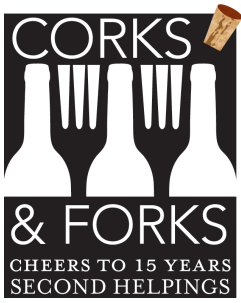
VIP Locker Room Lounge Sponsor

For your generous sponsorship, you will receive:

- VIP Lounge Sponsor (Locker Room Lounge during event)
- 10 VIP event tickets.
- 1 reserved table of 10 near stage with company signage.
- Early entrance to the VIP lounges before and during event.
- 2 bottles of champagne or wine on each reserved table.
- Logo featured on event signage, including courtside display and 1080p HD court scoreboard.
- ¼ page ad in gala program.
- Logo and link on Second Helpings and Corks & Forks webpage.

Your commitment by March 15, 2013 includes sponsorship of \$7,500 paid by April 18, 2013.





SPONSORSHIP

Commitment Form

YES! WE WOULD LIKE TO BE A SPONSOR OF THE SECOND HELPINGS CORKS & FORKS GALA

- | | | |
|--|---|---|
| <input type="checkbox"/> Diamond Sponsor | <input type="checkbox"/> Platinum Sponsor | <input type="checkbox"/> Gold Sponsor |
| <input type="checkbox"/> Silver Sponsor | <input type="checkbox"/> Bronze Sponsor | <input type="checkbox"/> Crystal Anniversary Ambassador |
| <input type="checkbox"/> Media Sponsor | <input type="checkbox"/> Auction Sponsor | <input type="checkbox"/> VIP Locker Room Lounge Sponsor |

NAME / COMPANY INFORMATION (AS IT SHOULD APPEAR IN PRINT):

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

SPONSORSHIP CONTRIBUTION INFORMATION:

Check is enclosed (please make checks payable to Second Helpings, Inc.) Please send me an invoice

We are unable to attend the Gala. Please accept this 100% tax-deductible contribution of \$_____.

Credit Card #: _____

Name on Card: _____

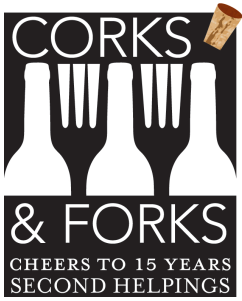
Exp: _____ Security Code #: _____

Billing Address (if different from above): _____

Signature: _____

PLEASE E-MAIL OR MAIL THIS FORM TO:

Second Helpings, The Eugene and Marilyn Glick Center
Attn: Charrie Buskirk, Director of Development
1121 Southeastern Avenue, Indianapolis, IN 46202
Charrie@SecondHelpings.org



SPECIALTY AUCTION ITEMS

visibility. recognition.

Promoting your business is always a priority.

And now, you have an opportunity to give something back to your community at the same time.

The Corks & Forks Gala will be attended by over 800 of our high-profile sponsors, donors, and supporters. With support from businesses, entrepreneurs, and professionals from all over Central Indiana, the event will raise funds and friends for our mission of transforming lives through the power of food.

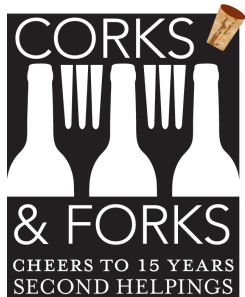
At that event, companies like yours have an opportunity to obtain valuable exposure—while helping toward a great cause. We are asking you to provide an item for the fundraising auction to be held during the event.

Each donated item will have a display kiosk with space for signage and promotional materials provided by the donor.

Also, donations will be recognized during the event on the 1080p HD scoreboard screens at Bankers Life Fieldhouse and in our auction catalog.

Remember, no gift or item is too big or too small! We look forward to partnering with your company for this event.

Please contact Emeline Degrandi, Development Coordinator for any questions or recommendations for the silent and live auctions at Emeline@SecondHelpings.org or (317) 632-2664.



SPECIALTY AUCTION ITEM

Commitment Form

YES! WE WOULD LIKE TO DONATE A SPECIALTY AUCTION ITEM FOR THE CORKS & FORKS GALA

NAME / COMPANY INFORMATION (AS IT SHOULD APPEAR IN PRINT):

Name: _____
Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

DONATION INFORMATION:

Donated Item Title: _____
Donated Item Fair Market Value: _____
Description of donated item (for use in program): _____

Restrictions, Stipulations, and/or Expiration Dates _____

Please list and include any recommendations or requirements for item display (marketing materials, logos, etc.)

*If necessary, please email these materials to Emeline@secondhelpings.org _____

Gift Certificate Attached? YES NO, sending separately N/A

In accordance with current "substantiation requirements for donors", if the total value of any item or group of items exceeds \$5,000.00, the donor must obtain and provide a qualified appraisal. Also, if any goods or services are provided in return for your donation, current tax regulations require that you reduce the amount of your tax deduction accordingly.

Signature of Authorized Representative

Date

PLEASE E-MAIL OR MAIL THIS FORM TO:

Second Helpings, The Eugene and Marilyn Glick Center // Attn: Emeline Degrandi, Development Coordinator
1121 Southeastern Avenue, Indianapolis, IN 46202 // Emeline@SecondHelpings.org // (317) 632-2664

CORKS & FORKS

Committed Sponsors



Levy Restaurants

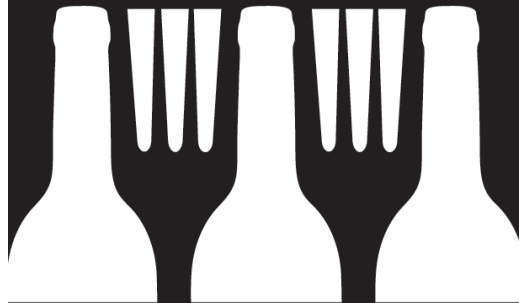
Glazer's
DISTRIBUTORS
Marketers of Fine Wines, Spirits & Malts



**BOSE
McKINNEY
& EVANS LLP**

ATTORNEYS AT LAW

CORKS



& FORKS

CHEERS TO 15 YEARS
SECOND HELPINGS

Will you transform lives through the power of food?

*Charrie Buskirk, Director of Development & Engagement
Second Helpings, Inc., The Eugene & Marilyn Glick Center
1121 Southeastern Ave. Indianapolis, IN 46202
Charrie@SecondHelpings.org
(317) 632-2664 x 20 [office] or (317) 366-6446 [cell]*

*This packet was printed by our generous partners at
Sun King Brewery, official craft beer of the Corks &
Forks VIP Locker Room Lounge.*

