



TONIC XII

Tonic 12

Sponsorship Benefits



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Tonic_12

For more than a decade, Tonic Ball has harnessed the creative forces of local music and art to fight hunger and poverty with Second Helpings.

Tonic Ball XII will feature more than 45 of Central Indiana's top artists celebrating the songs of musical legends. The music begins at 7pm on Friday November 22nd at Radio Radio, Fountain Square Theatre and White Rabbit Cabaret.

While music is at the heart of Tonic Ball, it's much more than just a night of music. Tonic Gallery features works by more than 45 of the city's most renowned visual artists, all for sale for as little as \$100.

Tiny Tonic is an all-ages event designed for even the smallest music lovers to dance, create and celebrate with crafts, food and music.

Downtown and Fountain Square restaurants and retailers join in the Tonic Ball celebration Friday, November 22nd, donating a portion of their proceeds to support Second Helpings.



Food Rescue. Hunger Relief. Culinary Job Training.



SECOND HELPINGS

Transforming Lives through the
Power of Food

Second Helpings rescues prepared, perishable and overstocked food to create hot nutritious meals for senior centers, shelters and children's programs in Central Indiana. Our Hunger Relief program provides more than 3,500 meals each day to 70 partner agencies free of charge.

Second Helpings strives to address hunger and poverty while supporting vital community agencies like Wheeler Mission, Boys and Girls Clubs, and the Julian Center.

At the same time, Second Helpings Culinary Job Training program prepares unemployed and underemployed adults for meaningful careers in the food industry. With more than 500 graduates, Second Helpings alumni are now working as cooks, executive chefs, business owners and culinary instructors.

Eliminating waste, transforming lives, and building our community. That's Second Helpings. Learn more at www.SecondHelpings.org

Exclusivity. Community. Visibility. Recognition.

Tonic Sponsor Benefits

When you become part of Tonic Ball, you have the unique opportunity to invest in your community and reach an engaged adult demographic filled with people who love music and art.

As a Tonic Ball & Gallery supporter, your corporation will:

- Target an educated and professional audience (most in the 35-55 age demographic)
- Stimulate sales through brand exposure
- Receive recognition among Second Helpings' 600+ volunteers and 1,400+ Tonic attendees

Each sponsorship package will help expand your company's reach by placing your information in the hands of potential buyers and patrons.



Tonic Ball Sponsorship Levels

Diamond “Stage” Sponsor

\$10,000 for Fountain Square Theater

\$7,500 for Radio Radio & White Rabbit Cabaret

- Stage Presenting Title
- 20 Tonic tickets or t-shirts
- Logo & link on Second Helpings & Tonic Web sites
- Logo on posters, flyers, and postcards
- Logo on all Tonic t-shirts
- Logo on all paid advertising & media
- Logo on banner
- Greeting to stage audience
- Stage recognition by emcee
- Recognition in Second Helpings e-newsletter

Platinum Sponsor

\$5,000

- 20 Tonic tickets or t-shirts
- Logo & link on Second Helpings & Tonic Web sites
- Logo on posters, flyers, and postcards
- Logo on most advertising & media
- Logo on event banner
- Recognition in Second Helpings e-newsletter

Gold Sponsor

\$2,500

- 20 Tonic tickets or t-shirts
- Logo on posters/flyers
- Logo on banner
- Logo on Second Helpings & Tonic Web sites
- Logo in Second Helpings e-newsletter

For additional sponsorship information, please contact Katie Cobb at Katie@SecondHelpings.org or 317.632.2664 x29

Silver Sponsor

\$1,500

- 20 Tonic tickets or t-shirts
- Logo on Banner
- Logo on Second Helpings & Tonic Web sites

Other Sponsorship Opportunities

Tonic XII has several sponsorship opportunities available. We will work with you to develop a sponsorship package for just about any budget. Check out some of the options below.

Friends of Tonic

- 6 tickets or t-shirts for \$300
- 10 tickets or t-shirts for \$500
- 16 tickets or t-shirts for \$800
- 20 tickets or t-shirts for \$1,000

All friends of Tonic will receive name recognition on the Second Helpings and Tonic Web sites

Tiny Tonic Sponsor \$1,000 (only 1 available)

- Tiny Tonic Presenting Title
- 10 Tonic tickets or t-shirts
- Greeting to Audience
- Logo & Link on the Second Helpings and Tonic Web sites
- Logo in e-newsletter
- Logo on banner

Tonic Gallery Sponsor \$4,000 (only 1 available)

- Gallery Presenting Title
- 20 Tonic tickets or t-shirts
- Logo & Link on the Second Helpings and Tonic Web sites
- Logo in e-newsletter
- Logo on banner

In-Kind Sponsor

Have an idea? Ask about in-kind possibilities.

Tonic Around Town 10% of Tonic day sales for restaurants and retailers

- Web and print promotion
- 2 t-shirts

Tonic Sponsorship Agreement

Please complete and return this agreement via mail or e-mail and retain a copy for your records.

Sponsor Name as Preferred in Print: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Key Contact Information

Name: _____

Title: _____

Phone: _____

E-mail: _____

Event Sponsorship Level

___ Fountain Square Theater Stage Level	\$10,000
___ Radio, Radio & White Rabbit Cabaret Stage Level	\$7,500
___ Platinum Level	\$5,000
___ Gold Level	\$2,500
___ Silver Level	\$1,500
___ Tonic Gallery	\$4,000
___ Tiny Tonic	\$1,000
___ Tonic Around Town	10% of Sales
___ Friend of Tonic (for 20)	\$1,000
___ Friend of Tonic (for 16)	\$800
___ Friend of Tonic (for 10)	\$500
___ Friend of Tonic (for 6)	\$300

Event Sponsorship Payment

- ___ Enclosed is a check for \$ _____ payable to Second Helpings, Inc.
- ___ Please send invoice for \$ _____ to e-mail address above
- ___ Please send invoice for \$ _____ to mailing address above
- ___ Payment for \$ _____ has already been submitted

Submit Payment and Agreement Form to:

Second Helpings, Inc.
Attn: Katie Cobb
The Eugene and Marilyn Glick Center
1121 Southeastern Ave., Indianapolis, IN 46202
Or by e-mail: Katie@SecondHelpings.org

Please send a high-resolution logo to
Betsy@SecondHelpings.org

Responses must be received by October 31, 2013

Signature

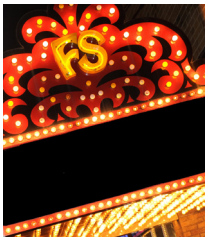
Date

A Special Thanks to Last Year's Sponsors

Diamond "Stage" Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors

