



presents the

24th



Philly's **MEN**
are
Cookin'

11.12.16



2016 Sponsorship
Opportunities

www.ivylegacy.org

215-848-4735

*The Ivy Legacy Foundation is the charitable
arm of Alpha Kappa Alpha Sorority, Inc.,
Rho Theta Omega Chapter.*





Event Overview

Philly's Men Are Cookin' —

Philadelphia's Premier Celebration of Taste!

Philadelphia's best volunteer chefs pull out all of the stops for this culinary adventure. Each year, the culinary creations represent both tradition and new trends. The signature dishes impress and delight the guests each year. This year's event, with an anticipated audience of over 1,000 men and women, promises to be extraordinary!

The phenomenal collection of the Simeone Automotive Foundation will be the back drop for the 24th annual celebration. This unique museum, with its rare collection will provide a fascinating scene for the great food and entertainment that has become synonymous with *Philly's Men Are Cookin'* (PMAC). We hope that you will join us to make this exciting fundraiser a huge success!

Event Date: Saturday, November 12, 2016

Event Time: 7:00 PM to 11:00 PM

Location: The Simeone Automotive Foundation Museum

6825 Norwich Drive
Philadelphia, PA 19153

<http://www.simeonemuseum.org/>



For Sponsorship Inquiries, please contact: Monica Burch at pmac@ivylegacy.org or 267-767-2309.



Event Highlights

Cooking Demo

Live Entertainment

Sampling

Wine & Spirits

Tastings

Celebrity Chefs

1,000 Attendees

2M Media Impressions



The Ivy Legacy Foundation

MISSION



Education



Culture



Society

SERVING
GREATER
PHILADELPHIA

Founded



Educational Enrichment



Family Strengthening



260 College
Trained Women
Dedicated to
Service to all
Mankind



Global Impact

501 (C)(3)

Non-Profit



Health Promotion



Environmental Ownership

>\$300,000
Awarded in
Scholarships





Programs of Service

Girl Trek

Emerging Young Leaders Mentoring

Little Dresses for Africa

The Longest Day Alzheimer's Association

One Million Backpacks

Think HBCU

Couch 2 5K

Blue Star Military Families

Stroke Alert Day

People's Emergency Center

Fiscal Literacy Program

Philabundance

1908 Playground Project

IVY AKAdemy/ASCEND Mentoring

United Negro College Fund

Women and World Water Issues

United Nations

Healthy Women Empowerment Conference

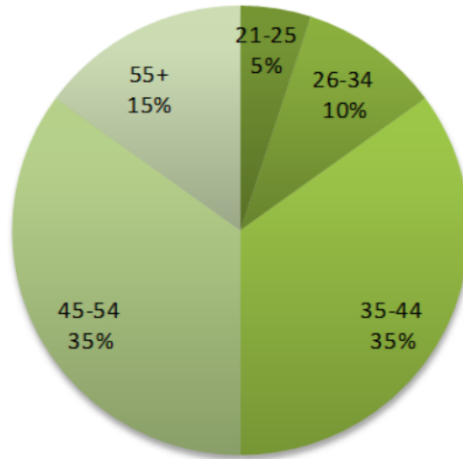
Project Alpha/AKA

Girls, Inc.

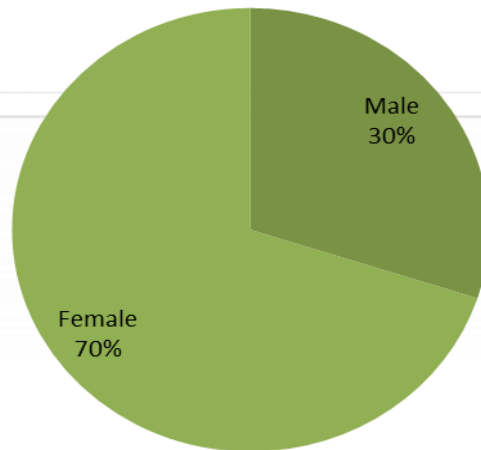


OUR TARGET AUDIENCE

Age



Gender



Previous Sponsors & Partners



Media Coverage





Effective Advertising

OFFICIAL PMAC SWAG BAGS

Make an impact the moment attendees arrive at the event! + 1000 bags will be distributed to all visitors at the entrance.

SIGNAGE

Capture attendee's attention the minute that they enter the event by prominently displaying your company's logo on a banner, screen or sign.

PROMOTIONAL TEAMS

Increase your visibility by featuring your logo on your promotional team. This is a great way to make sure that your message gets around. By working the event floor, promotional staff can grab a visitor's attention and generate interest in your company.

SAMPLING/COOKING DEMONSTRATIONS

Market to consumers directly by sampling your products. People who sample a product, and have a favorable experience, are likely to buy the product.

WEBSITE HOMEPAGE

To promote your business with a direct link to your homepage. Your Logo will be featured 30 days prior to and after the show.

LIVE MASCOTS

Have your company Mascot Circulating/mingling throughout the event aisles.

For Sponsorship Inquiries, please contact: Monica Burch at pmac@ivylegacy.org or 267-767-2309.



Sponsorship Packages

As a sponsor of *Philly's Men Are Cookin'*, you will have an opportunity to promote your brand and services to our guests. Several sponsorship opportunities are available, including custom packages.

EXECUTIVE CHEF SPONSOR: \$10,000

- Premium placement of name and logo on all Event signage
- A live demonstration featuring your company's products or services
- Acknowledgement in Event slideshow presentation
- Placement of link and logo on Event Website (TILF)
- Recognized Across Social Media Platform
- Exhibit space to display promotional materials
- Logo on all print and digital marketing materials
- Distribute promotional collateral in SWAG Bags
- 10 Complimentary Tickets to PMAC Event

MASTER CHEF SPONSOR: \$5,000

- Logo on Event Signage
- Acknowledgement in Event Show Presentation
- Placement of link and logo on Event Website (TILF)
- Recognized Across Social Media Platform
- Inclusion in all print and digital marketing materials
- Distribute promotional collateral in SWAG Bags
- 6 Complimentary Tickets to PMAC Event

SOUS CHEF SPONSOR: \$2,500

- Logo on Event Signage
- Placement of link and logo on Event Website (TILF)
- Recognized Across Social Media Platform
- Branding opportunity to distribute promotional collateral in SWAG Bags
- 4 Complimentary Tickets to PMAC Event

STATION CHEF SPONSOR: \$1,000

- Logo on Event Signage
- Recognized Across Social Media Platform
- Distribute promotional collateral in SWAG Bags
- 2 Complimentary Tickets to PMAC Event

FRIEND CONTRIBUTOR: \$500

- Logo on Event Signage
- 1 Complimentary Ticket to PMAC Event

For Sponsorship Inquiries, please contact: Monica Burch at pmac@ivylegacy.org or 267-767-2309.



Other Sponsorships

VIP RECEPTION: \$4,000

CHEF APRON SPONSOR: \$2,500

NAMED SCHOLARSHIP: \$2,500

Note: Our sponsorship opportunities are flexible based on your marketing and philanthropic needs. Please contact us directly to determine a sponsorship package that will best suit your organization's needs.

MEDIA SPONSOR:

The Ivy Legacy Foundation welcomes the support of media organizations as sponsors of PMAC. As part of media sponsorship, your organization would be designated as an official “Media Sponsor” of PMAC. The aim of media sponsorships is to gain and reinforce visibility for both your organization and PMAC. Media sponsorships require a matching dollar exchange for goods and services to media organizations. Potential media sponsors are invited to match the value of the sponsorship packages listed previously with in-kind media products, ad space, editorial space or other related services. Media sponsors may include newspapers, magazines, television, radio, internet and photography.

IN-KIND SPONSOR:

One important way in which individuals and companies can support PMAC is through in-kind donations of products and services. There are countless opportunities to make a meaningful donation. Appropriate products or services may be included in the PMAC Gift Bags to be distributed to chefs, volunteers and/or attendees. Please contact us to discuss in-kind sponsorships.

For Sponsorship Inquiries, please contact: Monica Burch at pmac@ivylegacy.org or 267-767-2309.

PHILLY'S MEN ARE COOKIN' SPONSORSHIP

- Executive Chef Sponsor: \$10,000
- Master Chef Sponsor: \$ 5,000
- Sous Chef Sponsor: \$ 2,500
- Station Chef Sponsor: \$ 1,000
- Friend Contributor: \$ 500

For Custom, Media, and In-Kind opportunities, please call for details.

Please complete all the information below:

Company Name: _____

Contact Person: _____

Phone: _____

Address: _____

City/State/Zip: _____

Website: _____

Email: _____

Signature: _____

- Pay by check. Enclosed amount _____.

Please make checks payable to The Ivy Legacy Foundation and mail to:

The Ivy Legacy Foundation
Attn: Monica Burch
6703 Germantown Avenue, Suite 200
Philadelphia, PA 19119

Logos should be sent via email as a JPG or TIF file to pmac@ivylegacy.org.

FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT:

MONICA BURCH

EMAIL: PMAC@IVYLEGACY.ORG

PHONE: 267-767-2309

**FOR ADDITIONAL QUESTIONS ABOUT THE EVENT, PLEASE VISIT US AT
IVYLEGACY.ORG.**

THE IVY LEGACY FOUNDATION IS A 501©(3) ORGANIZATION

TAX ID NUMBER: 23 - 28313774

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