

ST. CROIX
FOOD & WINE
experience

2012
St. Croix Food & Wine Experience
Sponsorship Opportunities





Dear Potential Sponsor,

We are pleased to present this year's sponsorship opportunity to you for the 2012 St. Croix Food & Wine Experience. A partnership with the Caribbean's most celebrated culinary event is the perfect way to maximize your brand image as well as make a charitable contribution to St. Croix. As we enter our 12th year of this event series and we are at the right age, like a fine wine or rum, for us to be your strategic sponsor-partner. Our event series has grown and we have added new and exciting events. We believe that there are amazing marketing synergies with St. Croix and our not-for-profit food & wine event series. We would love to share those marketing and promotional opportunities with you. As a major sponsor, some ideas of partnering include but are not limited to:

SIGNAGE – Your logo would appear on all printed materials, websites and event signage. Printed materials include the event poster, event booklet, tickets and banners.

PROMOTIONS - The opportunity for promotions (eg: trip-to-St. Croix giveaway in visiting celebrity chef markets - Los Angeles, Chicago, Miami, New Orleans, Boston, Puerto Rico; cross-promote in the celebrity chefs' restaurants). You can run competitions for distributors, retailers, sales teams, restaurants, and consumers, limited only by creativity.

ADVERTISING – As a major sponsor, we would list you in all of our advertising (print and web). In addition, you could advertise your brand as part of our event series. With photography, you could align your brand here on the beautiful island of St. Croix in the U.S. Virgin Islands.

VIP – As a major sponsor, you would have the opportunity to meet with visiting media, chefs and VIP guests. The opportunity exists to provide gifts for VIP guests, meet and network with them and expand your market in this community.

TICKETS – Based on your level of sponsorship, you will have tickets to all events, which can be used in promotions, sales incentives or for special guests.

PRODUCT PRESENCE – You would be given opportunities to reach consumers, chefs, bartenders, restaurant owners and travelers through brand presence throughout the entire week.

MEDIA COVERAGE – As the premier culinary event in the Virgin Islands and one of the top ten culinary events in the world (according to Forbestravel.com), you will have opportunities for media, press and publicity. We hand select media and press representatives to come and write about our event series, which in turn benefits sponsors as well.

Your sponsorship supports the St. Croix Foundation, a non-profit community foundation supporting St. Croix and the greater Virgin Islands through educational reform, historic preservation, community development and fiscal management for smaller non-profit organizations. There are more details about St. Croix Foundation towards the back of this proposal. A significant amount of your sponsorship dollars are tax-deductible, so the more you invest in sponsorship, the more you can deduct as a charitable contribution. We look forward to working together for the betterment of our community. If you have any questions, please let us know.

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Sponsorship Levels

Bigger Contributions = Bigger Deductions

TITLE Sponsor

\$100,000 donation (\$82,800 tax-deductible*)

- Name featured on all communications materials – **The 2012 St. Croix Food & Wine Experience, presented by {your company's name here}**
- Naming rights to an event, dinner or party
- Booth at A Taste of St. Croix
- Inclusion in promotions, sweepstakes
- Back cover advertisement on event program booklet
- Logo on signage, printed materials, website, press releases and any literature printed after commitment date
- Literature and/or gift presence in gift bags
- Recognition at all events
- Ten(10) tickets to each of the events:
 - Gourmet Vintner Dinner
 - Food Fight
 - VIP Taste of St. Croix
 - Sunset BBQ
 - Cork & Fork dinner
 - Wine in the Warehouse

Titanium Sponsor

\$50,000 donation (\$36,840 tax-deductible*)

- Exclusive branding of one event
- Booth at A Taste of St. Croix
- Inclusion in promotions, sweepstakes
- Inside cover advertisement on event program booklet
- Logo on signage, printed materials, website, press releases and any literature printed after commitment date
- Literature and/or gift presence in gift bags
- Logo/link on website and social media coverage throughout the event
- Recognition at all events
- Eight(8) tickets to each of the following events:
 - Gourmet Vintner Dinner
 - Food Fight
 - VIP Taste of St. Croix
 - Cork & Fork dinner
 - Sunset BBQ
 - Wine in the Warehouse



Platinum Sponsor

\$25,000 donation (\$15,130 tax-deductible*)

- Branding of one event
- Full page advertisement in event program booklet
- Name on signage, printed materials, website and literature printed after your commitment date
- Booth at A Taste of St. Croix
- Logo/link on website and social media coverage throughout the event
- Literature and/or gift presence in gift bags
- Full page advertisement in event program booklet
- Six(6) tickets to each of the following events:
 - Gourmet Vintner Dinner
 - Food Fight
 - VIP Taste of St. Croix
 - Sunset BBQ
 - Cork & Fork dinner
 - Wine in the Warehouse
- Advanced opportunity to purchase additional tickets before public sale

Gold Sponsor

\$10,000 donation (\$7,000 tax-deductible*)

- Logo/link on website and social media coverage throughout the event
- Literature and/or gift presence in gift bags
- Half page ad in event booklet
- Two(2) tickets to three events, including a Cork & Fork dinner
- Four(4) tickets to A Taste of St. Croix
- Advanced opportunity to purchase additional tickets before public sale

Silver Sponsor

\$5,000 donation (\$3,520 tax-deductible*)

- Mention in event booklet
- Logo/link on website and social media coverage throughout the event
- Literature and/or gift presence in gift bags
- Two(2) tickets to three events (excluding Cork & Fork)
- Four(4) tickets to A Taste of St. Croix
- Limited opportunity to purchase additional tickets before public sale

Bronze Sponsor

- \$2,500 donation (\$1,960 tax-deductible*)
- Logo/link on website and social media coverage throughout the event
- Mention in event booklet
- Literature and/or gift presence in gift bags
- Two(2) tickets to A Taste of St. Croix
- Two(2) tickets to Wine in the Warehouse

**The tax-deductible portion of the sponsorship package was determined by taking the total sponsorship contribution and subtracting the dollar amount of the tickets received. Please consult your tax accountant to confirm the portion of your donation that is tax deductible.*

2012 Event Schedule

Tuesday, April 17

Gourmet Vintner Dinner - Tutto Bene Restaurant pairs a celebrity chef with a renowned wine maker and the results always astound! This dinner with its gourmet themed auction kicks off the week of indulgence and generosity.

Wednesday, April 18



Food Fight! - Celebrity and island chefs team together to compete in a hilarious series of challenges that has had past competitors swimming in the ocean, cracking conch and answering tricky questions like “what cut of meat did Lady Gaga wear?”

Wednesday Night Wine Dinners

- Local restaurants join the festivities by offering spectacular wine dinners featuring a special menu, guest vintner and great entertainment. Wine dinners are held in different restaurants on Wednesday evening.

Thursday, April 19

A Taste of St. Croix - You'll start your evening in the VIP area, which means you'll be the first one to enter the event. This one-night event and competition is held at Divi Carina Bay Resort. Local restaurants, chefs, farms and caterers provide attendees with a sampling of their delights. Visiting celebrity chefs, winemakers and VIPs judge the competition. Winemakers, rum distilleries and breweries also offer samples of their creations. This event sells out in less than one hour every year and more than 1500 guests attend. Attend the Moët/Hennessy After Party to keep the party rocking even later.



Friday, April 20



Cork & Fork Dinners - Prepared by celebrity chefs with wines presented by visiting vintners, these elegant dinners are prepared for an intimate group of 12-20 guests. The dinners are hosted in stunning private homes, several of which have appeared in national magazines.

Sunset BBQ - Held at the historic Fort Frederik during the Sunset Jazz concert, celebrity chefs show off their grilling talents. With multiple bars, multiple grills and room to roam and dance, this event is spectacular. Attendees can meet celebrity chefs and enjoy beautiful views and tropical breezes.

Saturday, April 21

Kids Cooking - Celebrity and local chefs offer simple, fun cooking classes for children and the whole family.

Wine in the Warehouse - Saturday night brings everyone together for wine tastings with winemakers, cocktail samplings, small bites and live music. The one-night transformation of the warehouse is a beautiful and surprising experience.



Sunday, April 22nd

Cuisine on the Green - Carambola Golf Club, a Robert Trent Jones course, hosts a fun tournament with bites and spirits at each tee. Non-golfers are invited to sample the tastings via a golf-cart tour.



Benefits of Sponsorship

A Strategic Partnership that benefits the St. Croix Foundation

The St. Croix Food & Wine Experience is a destination event attracting high-profile members of the local community, affluent off island consumers, as well as celebrated wine and culinary professionals. Corporate Sponsors receive extensive benefits designed to complement each corporation's strategic marketing objectives while also satisfying company philanthropic. In addition to increasing your company's profile among this key demographic, a sponsorship with the Experience will also provide:

- Enhanced company image through corporate philanthropy
- Promotional opportunities
- Ability to reach affluent, influential community members
- Broaden the market's awareness of your products and services
- Reinforce loyalty with current consumer relationships
- Find new, quality customers
- Gain media exposure among food, wine and lifestyle media

You have the opportunity to be an integral part of this very successful event series by being a sponsor of the St. Croix Food & Wine Experience. In addition to having the positive connection of being aligned with important community programs, a significant portion of your sponsorship dollars are **tax-deductible**.



2012 Celebrity Chef Participants

Govind Armstrong

Base: Los Angeles, California

Gig: Table 8, 8oz. Burger Bar, Post & Beam

Author: Small Bites, Big Nights: Seductive Little Plates for Intimate Occasions and Lavish Parties

In the Media: Top Chef Masters Contestant Season 2, Top Chef Masters Season 3
Guest Judge, Iron Chef America

Anthony Giglio

Base: New York, New York

Gig: Nationally acclaimed journalist, sommelier, educator and author

Author: Food & Wine Magazine's Wine Guide 2009, 2010 and 2011, the annual guide to over 1,100 wines from around the globe, as well as Cocktails in New York and several editions of the enormously popular Mr. Boston Official Bartender's Guide

In the Media: La Cucina Italiana, Edible Jersey, New York Times, Food & Wine, The Daily Meal

Merlin Verrier

Base: Chicago, Illinois

Gig: Executive Chef at Graham Elliott Restaurant, Direct of Operations all things Graham Elliot.

In the Media: Chicago Tribune, Chicagoist, Eater.com's Hottest Chef in Chicago, Better TV

Eric Greenspan

Base: Los Angeles, California

Owner: The Foundry

In the Media: The Next Iron Chef

Howie Kleinberg

Base: Miami, Florida

Owner: Bull Dog Barbeque

In the Media: Top Chef Season 3



2012 Celebrity Chef Participants

continued

Evelyn Paul

Base: Atlanta, Georgia

In the Media: Fox5 Atlanta, Better Mornings Atlanta

Note: With Caribbean roots and a stint as a private chef on St. Croix, Evelyn is coming home to our island and be part of the festivities.

Orlando Santos

Base: Pittsburgh, Pennsylvania

In the Media: Top Chef Just Desserts Season 2

Note: A native of St. Croix, graduate of St. Croix Educational Complex, an educational program supported by the funds raised through the St. Croix Food & Wine Experience

Ana Sortun

Base: Boston, Massachusetts

Gig: Oleana Restaurant, Sofra Bakery & Cafe

Author: Spice: Flavors of the Mediterranean

In the Media: Top Chef Master

Note: James Beard Award Finalist, 2008 Food & Wine Magazine Top 10 Best New Chef, Top Chef Masters Contestant Season 3

Roberto Trevino

Base: San Juan, Puerto Rico

Gig: Budatai, Bar Gitano, El Barril

In the Media: Iron Chef America, The Next Iron Chef

Sue Zemanick

Base: New Orleans, Louisiana

Gig: Chef at Gautreau's

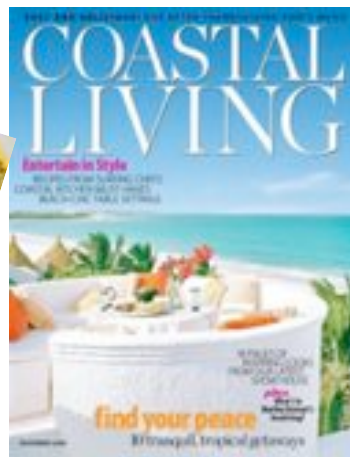
In the Media: Top Chef Masters

Note: Three time James Beard nominee, 2008 Food & Wine Magazine, Top Best Chefs



Sample Media Coverage

Media Coverage		
<ul style="list-style-type: none"> • ABC TV - USVI, Tampa • About.com/Caribbean • Black Atlas (AA) • Culinary Travels with Dave Eckert (PBS) • Caribbean Travel & Life • Channel 8 - USVI • Coastal Living Magazine • Daily News • Dallas Morning News • Examiner (SF) 	<ul style="list-style-type: none"> • Food + Wine Magazine • Forbes Traveler • Islands Magazine • JamRock • Ocean Home Magazine • Metropolitan Home/Elle Decor • MSNBC • NBC South Florida News • San Juan Star 	<ul style="list-style-type: none"> • Star Telegram • St. Croix Avis • Travel Channel • TV2 - USVI • Uptown Magazine • Urbane Things (Johnica Reed) • WikiTravel • WTJX • WJKC





Overview of the St. Croix Food & Wine Experience

History

Entering its 12th year, the events attract business leaders, sophisticated and novice food and wine connoisseurs as well as movers and shakers from the VI and beyond. Last year, more than 2,000 guests enjoyed the week of events. There were over fifty local restaurant participants as well as visiting vintners, beer and liquor distillers. Travel writers and visitors from all over the globe join in the 'feastivities.' New events included the Sunset BBQ and Kids Cooking Classes, both which were very successful.

What & Where

The St. Croix Food & Wine Experience occurs every April. The events are held all over the island of St. Croix, home to nearly 60,000 residents. The events are comprised of a week-long series of gastronomical happenings including the main events: A Taste of St. Croix, the island wide culinary competition and fete; Cork & Fork dinners which are intimate dinners created by celebrated chefs; a wine-and-dine walk; the Iron Chef-Island Chef, a friendly competition between visiting celebrity chefs and local chefs, Sunset BBQ, a moderately priced feast prepared by celebrity chefs; and the Wine in the Warehouse, a festive event featuring a wine tasting, music food and the opportunity to purchase wines featured during the week. New Events are also available for you to team up with St. Croix Food & Wine and create gastronomically marketed events that suit your needs.

Who & Why

Two restaurateurs, Kelly Odom and Katherine Pugliese, started the event in 2001 to bring the restaurant community together. They were pleasantly surprised when they saw that they also brought together the entire community. They looked to the St. Croix Foundation to invest the proceeds in worthwhile and successful non-profit programs within the St. Croix community. As the event grew, so did the number of events and as a result, the team that manages the Experience has also grown. All team members participate in the event because it is fun and more importantly because they directly see the positive impact it has on the community.



Who's Attending

This is the final event of the season for many 'snow-birds' and second home owners, before they venture north. In addition, this has become a destination event for foodies and epicureans including visitors from the home markets of our celebrity chefs. We welcome back native Virgin Islanders scheduling their trip home around our event series. The Governor attends each year, along with other prominent business people from our local community. This is the event of the year on St. Croix for dressing up and being seen! The "who's who of the Virgin Islands" is definitely represented at all of these fantastic events.

Over 2,000 wine and food aficionados attended the multi-day festival in 2011
Anticipated attendance for the 2012 event is estimated at 2,500 total attendees

Over a dozen wineries take part in the event

Over 100 different types of wines are poured at classes, wine dinners, and A Taste of St. Croix

More than 50 of St. Croix's top restaurants participate

Ranked in the top 10 of food and wine events by Forbestravel.com

Over 150 volunteers help keep the event running smoothly

Celebrity Chefs including Rocco DiSpirito, Antonia Lofasso, Anita Lo and Betty Fraser, as well as Iron Chef contestants Kevin Rathbun, Tim Love, Johnny Vincencz and others have all donated their time and talents toward the St. Croix Food & Wine Experience and it's charitable purpose.

Audience Demographics

Attracting more than 2,000 wine and food enthusiasts and industry tastemakers at this multi-day event, the St. Croix Wine & Food Experience appeals to an active consumer of wines, luxury lifestyle goods and services:

- Attendee median age: 25-50 years
- 65% are females
- 24% of Cork & Fork attendees have an income of over \$500,000
- 77% of St. Croix Food & Wine Patrons have multiple homes
- Consider themselves connoisseurs of fine wine and food
- Dines out multiple times per month
- Frequently cooks and entertains at home
- Over 10% stay in a St. Croix hotel during the week of the Experience



About The St. Croix Foundation

A Community Foundation with Big Impact

Founded in 1990, the St. Croix Foundation is a model foundation, providing critical services and filling major voids in the community. The work of the St. Croix Foundation touches more people than any other non-profit organization by mere virtue of the depth of programmatic focus areas.

The St. Croix Foundation does work throughout the community, but most work can be categorized into the following areas:

Education – The St. Croix Foundation has focused significant resources and programming into creating comprehensive education and youth initiatives, recognizing that almost all roads to solving our socio-economic problems lead to education. The Sprint to Excellence Grant program supports best practices in schools. The Youth Advisory Council promotes youth philanthropy and provides us a connection to those who are most effected by our educational successes and failures.

Public Safety – The Foundation is committed to making the Virgin Islands a better and safer place to live. Our successful initiatives with the VIPD include helping create and fund the downtown bike patrols, providing K-9, fingerprint identification, and homicide training, installing security cameras in towns throughout the Territory and providing the use of a Foundation building for a substation at no-cost.

Community Development – The Foundation is the leader in rebuilding and revitalizing our historic town centers through several ongoing initiatives. These include painting both commercial and residential buildings, cleaning of streets and vacant lots, improved downtown lighting, drafting and securing passage of tax credit legislation to promote revitalization, and purchasing and rehabilitating dilapidated properties. The next step is rebuilding the Alexander Theater into a thriving performing arts center.

Fiscal Sponsorship Services - In an effort to foster healthy non-profits throughout the Territory, the Foundation serves as a trusted fiscal sponsor for countless community-based projects. The services provided play a critical role for ensuring the success and sustainability of local charitable initiatives and currently include grant monitoring, program administration, auditing and compliance.

Hospitality and Culinary Support – The programs of the week's events also support the local hospitality industry through scholarship funding as well as exposure and education for local aspiring chefs and hospitality students.

It is because of the support of companies, individuals, visitors, donors and volunteers, that the St. Croix Foundation has been able to manage, implement and sustain these successful programs. By sponsoring the St. Croix Food & Wine Experience, you are helping to make a difference. *Thank You!*



2012 Commitment Form

Sponsor Name _____

Contact Name _____

Address _____

City, Zip _____

Email _____

Phone _____

We are proud to sponsor St. Croix Food & Wine Experience with our gift of:			
	TITLE Sponsor (\$100,000)		Gold Sponsor (\$10,000)
	Titanium Sponsor (\$50,000)		Silver Sponsor (\$5,000)
	Platinum Sponsor (\$25,000)		Bronze Sponsor (\$2,500)

PAYMENT OPTIONS (Any sponsorship confirmations received after February 1, 2011 may not be included in print or press media)

	We will not use our tickets. Our donation is fully tax-deductible.
	Check Enclosed. Please make payable to The St. Croix Foundation
	We agree to pay the full amount by _____. Please invoice me.
Signature	

Thank you for your support!

St. Croix Foundation
 340-773-9898
 FAX 340-773-8727

aworede@stxfoundation.org

The St. Croix Foundation is a 501 (c) 3 non profit organization.

All sponsorships are tax deductible to the extent allowed by law.

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