



Be a Corporate Leader Support Mama's Kitchen!

OUR MISSION

At Mama's Kitchen we believe that every person is entitled to the basic necessity of life, nutritious food. As a volunteer-driven, nonprofit organization, we prepare and deliver food to men, women and children who are affected by AIDS or cancer.

I am so grateful for Mama's Kitchen.

*— Kathleen,
Breast Cancer client*

We at Mama's Kitchen believe that every person has the right to the most basic of necessities — nutritious food. By creating mutually beneficial and creative partnerships with our corporate supporters, Mama's Kitchen is impacting the lives of our San Diego neighbors, delivering health and hope to men, women and children affected by AIDS or cancer.

Whether you partner with Mama's Kitchen by making a grant for operating support, underwriting a special event, donating in-kind services, or adopting a delivery route, your business will be actively engaged in our mission — providing critical nutrition to those most in need. Mama's Kitchen serves over 1,400 people annually, including:

- **People with HIV/AIDS who don't have the appropriate foods for their medication**
- **Single mothers battling breast cancer and their dependent children**
- **People with cancer going through chemotherapy, too ill to cook for themselves**

Through generosity and a shared commitment to the betterment of San Diego, together we are making a difference — one meal at a time.



Mama's Kitchen has a variety of fun and highly visible events throughout the year.



MAMA'S SIGNATURE EVENTS

Mama's Day – May 7th, 2012 • Approximately 1,000 Attendees

Our largest fundraiser of the year, Mama's Day is a foodie sensation delivering tastes from San Diego's finest dining establishments. Featuring our culinary host *Sam the Cooking Guy* and located at the Hyatt Regency La Jolla Aventura, this event is not to be missed.

Wine Tasting – August 6th, 2012 • Approximately 350 Attendees

For 17 years the best party in town happens the third Thursday of August at the newly revitalized Bourbon Street in University Heights. Five tastings are poured throughout the course of the evening while guests feast on fabulous fare from neighborhood restaurants.



Pie in the Sky – October 1st - November 21st

- Public Sale, county wide

What would Thanksgiving be without pie, and what greater way to show your gratitude than to purchase your pie through Mama's Kitchen. Now in its 8th year, Mama's pies warm the heart and the table while providing critical nutrition to San Diegan's battling AIDS or cancer. Start a sales team or buy pies for your employees as holiday gifts!



Tree of Life – December 1st, 2012 • Approximately 300 Attendees

Mama's Kitchen and the Village Hillcrest host the Tree of Life ceremony each year on World AIDS Day, commemorating those affected by AIDS, and recognizing the ongoing leadership efforts made to end the epidemic. Personalized messages in heart shaped ornaments are purchased in memory of those lost and remain on the tree throughout the month of December.

OTHER EVENTS

The Board of Director's Presidential Dining Experience – February 3, 2012 • Approximately 100 Guests

Our humble kitchen is transformed as we invite new and loyal donors to an intimate chef-prepared dinner demonstration complete with wine pairings. Hosted by present and past board members, volunteers, vendors and staff, it is an elegant affair right here in our new Kitchen home.

Man Diego –The Ultimate Bar Olympics – March 27th, 2012

Calling all Men & Wo"men" to man up for Mama! Hosted by True North Tavern, this team tournament style bar game competition makes for one of Mama's most memorable evenings. So break out your most stylish 'stache and see if you have what it takes to become "Man Diego Champion."

MAMA'S DAY – MAMA KNOWS HOW TO THROW A PARTY!

Master Chef: \$25,000 (\$24,100 is tax deductible)

- 12 VIP tickets
- Exclusive VIP Cabana for your guests
- Exclusive photo opportunity
- “Hosting Sponsor” designation on all print materials and press and website
- Unlimited invitation to participate in all *Mama's Day 2012* media coverage opportunities
- Logo on *Mama's Day 2012* Invitation and Restaurant Site Map
- Logo and link on Mama's Day website
- Exclusive signage at the event

Executive Chef: \$15,000 (\$14,250 is tax deductible)

- 10 VIP tickets
- Exclusive VIP Cabana for your guests
- “Major Sponsor” designation
- Logo on *Mama's Day 2012* Invitation and Restaurant Site Map
- Logo and link on Mama's Day website
- Exclusive signage at the event

Chef de Cuisine: \$10,000 (\$9,400 is tax deductible)

- 8 VIP tickets
- “Major Sponsor” designation
- Logo on *Mama's Day 2012* Invitation and Restaurant Site Map
- Logo and link on Mama's Day website
- Exclusive signage at the event

Gard Chef \$5,000 (\$4,550 is tax deductible)

- 6 VIP tickets to *Mama's Day 2012*
- “Supporting Sponsor” designation
- Logo on *Mama's Day 2012* Invitation & Restaurant Site Map
- Logo and link on Mama's Day website

Sous Chef: \$2,500 (\$2,200 is tax deductible)

- 4 VIP tickets
- “Supporting Sponsor” designation
- Logo on *Mama's Day 2012* Invitation & Restaurant Site Map
- Logo and link on Mama's Day website

Pastry Chef: \$1,000 (\$850 is tax deductible)

- 2 VIP tickets
- Printed recognition on *Mama's Day 2012* Invitation & Restaurant Site Map
- Listing on Mama's Day website

All Sponsors Will Receive Access to the *Mama's Day 2012* Pre-event VIP Reception & VIP area throughout the evening hosted by Riviera Magazine.

Mama's Day is Mama's Kitchen's signature event — our largest fundraiser of the year.



ANNUAL WINE TASTING



Pour Your Heart Out for Mama

Vineyard Grand Master – \$5,000 (\$4,760 is tax-deductible)

- Presenting Sponsor Recognition
- Recognition in all press releases and media coverage
- Logo recognition on the invitation, ads and website
- Acknowledgement throughout the event
- 8 admission tickets with exclusive access to the Terrace Sponsor Lounge with private balcony, wine service and hors d' oeuvres

Wine Maestro – \$2,500 (\$2,320 is tax-deductible)

- Recognition in all press releases and media coverage
- Logo recognition on the invitation, ads and website
- Acknowledgement throughout the event
- 6 admission tickets with exclusive access to the Terrace Sponsor Lounge with private balcony, wine service and hors d' oeuvres

Sommelier – \$1,000 (\$880 is tax-deductible)

- Name recognition on the invitation, ads and website
- Acknowledgement throughout the event
- 4 admission tickets with exclusive access to the Terrace Sponsor Lounge with private balcony, wine service and hors d' oeuvres

Wine Connoisseur – \$500 (\$440 is tax-deductible)

- Recognition on the invitation, ads and website
- Acknowledgement throughout the event
- 2 admission tickets with exclusive access to the Terrace Sponsor Lounge with private balcony, wine service and hors d' oeuvres



Platinum Whisk: 3,000 Pies — \$15,000

- Logo and link on *Mama's Pie in the Sky* webpage
- Rotating Web Banner on *Mama's Pie in the Sky* webpage linking to your site
- Logo featured on prominent signage at 20+ pick up locations around San Diego County
- Logo recognition on 5,500 Pie order forms:
Pie order forms will be used at major corporate, retail, and community sales locations from October to mid- November
- Logo on 5,000 Pie Box Labels
- Logo on 3,000 flyers distributed during Mama's Kitchen events and also to various corporate, retail and community locations for display October to mid-November
- Inclusion in all press materials before, during and after the event
- Inclusion in feature article in our newsletter *What's Cookin'* and listing in our Annual Report (circulation 9,000)
- Mama's Kitchen Facebook and Twitter exposure

Golden Whisk: 2,000 Pies — \$10,000

- Logo and link on *Mama's Pie in the Sky* webpage
- Logo recognition on 5,500 Pie order forms:
Pie order forms will be used at major corporate, retail, and community sales locations from October to mid- November
- Logo on 5,000 Pie Box Labels
- Logo on 3,000 flyers distributed during Mama's Kitchen events and also to various corporate, retail and community locations for display October to mid-November
- Inclusion in all press materials before, during and after the event
- Inclusion in feature article in our newsletter *What's Cookin'* and listing in our Annual Report (circulation 9,000)
- Mama's Kitchen Facebook and Twitter exposure

Silver Whisk: 1,000 Pies — \$5,000

- Logo and link on *Mama's Pie in the Sky* webpage
- Logo on 5,000 Pie Box Labels
- Logo on 3,000 flyers distributed during Mama's Kitchen events and also to various corporate, retail and community locations for display October to mid-November
- Inclusion in feature article in our newsletter *What's Cookin'* (circulation 9,000)
- Mama's Kitchen Facebook and Twitter exposure

Bronze Whisk: 500 Pies — \$2,500

- Logo and link on *Mama's Pie in the Sky* webpage
- Logo on 3,000 flyers distributed by pie sellers, during Mama's Kitchen events and also to various corporate, retail and community locations for display October to mid-November
- Mama's Kitchen Facebook and Twitter exposure

Copper Whisk: 200 Pies — \$1,000

- Logo and link on *Mama's Pie in the Sky* webpage
- Listing on 3,000 flyers distributed during Mama's Kitchen events and also to various corporate, retail and community locations for display October to mid-November



TREE OF LIFE WORLD AIDS DAY



**Honoring
the Present
and the Past
with Hope for
the Future**



\$5,000 – Presenting Sponsor

- Title Sponsorship recognition and company logo on all printed materials including invitation, program, and signage at Village Hillcrest.
- Title Sponsorship and company logo placement on all press and media.
- Title Sponsorship recognition at Candlelight Ceremony along with speaking opportunity.
- Corporate Gift Box recognition under Holiday Tree at Village Hillcrest. The gift box will feature a gift tag that will prominently show your company logo and remain under the tree through the entire month of December.
- Reserved seating at the event
- Day at the Kitchen with staff during the holiday season with photo opportunities.

\$2,500 – Major Sponsor

- Major Sponsorship recognition and company logo on all printed materials including invitation, program, and signage at Village Hillcrest.
- Major Sponsorship and company logo placement on all press and media.
- Major Sponsorship recognition at Candlelight Ceremony
- Corporate Gift Box Recognition under Holiday Tree at Village Hillcrest. The gift box will feature a gift tag that will prominently show your company logo and remain under the tree through the entire month of December.
- Reserved seating at the event

\$1,000 – Event Sponsor

- Event Sponsorship recognition and company logo on all printed materials including invitation and program.
- Event Sponsorship and company logo placement on all press and media.
- Event Sponsorship recognition at Candlelight Ceremony.
- Corporate Gift Box Recognition under Holiday Tree at Village Hillcrest. The gift box will feature a gift tag that will prominently show your company logo and remain under the tree through the entire month of December.



OTHER EVENTS

A PRESIDENTIAL DINING EXPERIENCE

Platinum Host Sponsor – \$5,000.00 (\$4,750 is tax-deductible)

- Table for 8
- Speaking opportunity
- Hosting sponsor recognition on the invitation, ads and website
- Exclusive signage
- Acknowledgement throughout the event



MAN DIEGO – THE ULTIMATE BAR OLYMPICS

Presenting Sponsor - \$5,000 (\$4,870 is tax-deductible)

- Title Sponsorship recognition and company logo on all printed materials including website and signage at True North Tavern.
- Title Sponsorship and company logo placement on all press and media.
- Promotional and speaking opportunities at the event.
- Free team entry and 10 spectator tickets.
- Title sponsorship logo recognition on the 2012 Man Diego Team t-shirt.

Major Sponsor - \$2,500 (\$2,410 is tax-deductible)

- Major Sponsorship recognition and company logo on all printed materials including website and signage at True North Tavern.
- Major Sponsorship and company logo placement on all press and media.
- Promotional and speaking opportunities at the event.
- Featured sponsorship of a Man Diego event area to be determined by the sponsor.
- Free team entry and 6 spectator tickets.

Event Sponsor - \$1,000 (\$960 is tax-deductible)

- Event Sponsorship recognition and company logo on all printed materials including website and signage at True North Tavern.
- Event Sponsorship and company logo placement on all press and media.
- Promotional opportunities at the event.
- Free team entry or 4 spectator tickets.

OTHER WAYS TO GIVE



Cash Donations

Mama's Kitchen relies on the generosity of our corporate donors who provide vital funding to our programs keeping our ovens lit and our doors open. Corporations that gave program cash gifts in support of Mama's Kitchen in 2011 include: Qualcomm, Nordstrom, MAC AIDS Fund, Cubic Corporation, Macy's, MBE - UPS, The TJX Foundation, Sempra Energy and CareFusion.

Food Drives

Food drives can be a fun way of supporting Mama's Kitchen! Food drives help keep our food expenses to a minimum. The nonperishable items collected help stock our shelves at Mama's Pantry and allows funds otherwise used to purchase pantry food to be reallocated to other programs and areas of need. We make it easy, just call the Kitchen and one of our staff will deliver a barrel to your office and pick it up when your drive has finished!

Adopt-A-Route

Your business can adopt one of over 30 delivery routes. Meals are delivered as a team, with one person acting as the team captain and contact person for Mama's Kitchen. Each week, two members of your team will deliver your adopted route. It's a great way to build teamwork in your organization.

Gifts In-Kind

Gifts in-kind are gifts of services and goods. Support Mama's Kitchen by providing technical expertise and professional services. Other in-kind gifts include food from food drives, catering for special events, auction items and items for volunteer recognition programs.

For more information about corporate sponsorship or to inquire regarding Mama's Kitchen's current needs, please contact Aimee Halfpenny at 619-233-6262.

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mama's kitchen