



Sponsored by:

**South Boston Neighborhood
Development Corporation**

365 West Broadway

South Boston, MA 02127

tel. 617.268.9610

fax. 617.268.4813

www.tasteofsouthboston.com

Dear Friend,

The South Boston Neighborhood Development Corporation (SBND) is excited to present our **Fifteenth Annual Taste of South Boston**. This year's event will take place on **Sunday, April 2, 2017** from 6:00-9:00 p.m. in the Plaza Ballroom at the **Seaport Hotel**. We are inviting you to become part of this year's event as a sponsor that will assist us in the continued development of much needed affordable housing in South Boston.

This past November we celebrated a very special Veterans Day with the grand opening of Patriot Homes – 24 affordable apartments for Veterans. For the coming year, we are proud to announce two major developments: **16 units of work force housing at 206 West Broadway** and 46 affordable apartments for seniors at O'Connor Way. These new developments will help us address the need for affordable housing in South Boston.

The Taste of South Boston is SBND's annual fundraiser. This event has become one of the city's premier food events, featuring over 30 local restaurants and enjoyed by over 500 attendees. Our promotional plans include an extensive pre-event media blitz that will include print, outdoor, online and social media. Sponsors will be recognized wherever possible. Sponsors will also be recognized on event signage and in the Taste of South Boston program. The event will include live entertainment and outstanding silent auction items and raffles. Your support is essential to our continued success.

Again this year, SBND invites you to take advantage of the Massachusetts **Community Investment Tax Credit** program, which will help us leverage private contributions and build strong local partnerships. **Any taxpayer is eligible to receive a tax credit equal to 50% of your donation**, with a minimum donation of \$1,000. SBND will use your generous donation to fund existing and new initiatives that will promote economic opportunity, enhance the health of the environment, and provide affordable housing for the residents of South Boston.

SBND is a recognized 501(c)3 non profit corporation that has successfully developed over 200 units of affordable housing in South Boston. Please help us continue to provide affordable homes in our neighborhood. **Your contribution is tax deductible.**

Enclosed for your consideration is a Sponsor Information Sheet and a Sponsor Agreement detailing several levels of sponsorship opportunities available. If you would like more information about the work that we do, please visit our website at www.sbndc.org, or contact Karen Stanley, our event chair listed below.

Thank you for your time and consideration.

Sincerely,

Karen Stanley
Event Chair
karen@vibrant-events.com
617-990-7062

Donna Brown
Executive Director
donna.brown@sbndc.org
617.268.9610

Sponsor Information Sheet



The 15th Annual Taste of South Boston

Sunday Evening April 2nd 2017 • 6:00 to 9:00 p.m.
Seaport Hotel • Plaza Ballroom

We welcome you to **become a sponsor of the 15th Annual Taste of South Boston**. Proceeds from this event support the South Boston Neighborhood Development Corporation's mission. SBNDC is dedicated to providing affordable housing for working people, families, elderly, and veterans in our community, and manages the **South Boston Farmers Market, Southie Trees**, and community events including the **South Boston Street Festival and the South Boston Christmas Stroll**.

This year, SBNDC invites you to participate in the Massachusetts Community Investment Tax Credit program as a sponsor, to maximize the impact of our community programs. **Sponsors who donate \$1,000 or more could receive a tax credit equal to 50% of your donation**. In addition, donations to SBNDC are eligible for federal tax deductions. Please see the enclosed brochure for more information.

There are several levels of sponsorship available. Choose from the following levels below and join us in supporting what has become one of **the most popular and most anticipated spring events in the South Boston neighborhood**.

Sponsor Benefits:

Impresario • \$10,000 (eligible for a \$5,000 MA state tax credit)

- 1 reserved table & 12 Taste of South Boston tickets
- “Impresario Sponsor” recognition including your **logo** displayed on event signage, advertising and promotional material
- Full page color ad on the inside cover or back cover of the event program
- Your **logo** on the Taste of South Boston website, linked to your website

Epicurean • \$5,000 (eligible for a \$2,500 MA state tax credit)

- 1 reserved table & 6 Taste of South Boston tickets
- “Epicurean Sponsor” recognition including your **logo** displayed on event signage, advertising and promotional material
- Full page color ad, premium placement in the event program
- Your **logo** on the Taste of South Boston website, linked to your website

Restaurateur • \$2,500 (eligible for a \$1,250 MA state tax credit)

- 4 Taste of South Boston tickets
- “Restaurateur Sponsor” recognition including your **logo** displayed on event signage, advertising and promotional material
- Full page b&w ad in the event program
- Your **logo** on the Taste of South Boston website, linked to your website

Chef de cuisine • \$1,000 (eligible for a \$500 MA state tax credit)

- 2 Taste of South Boston tickets
- “Chef de cuisine Sponsor” recognition including your **logo** displayed on event signage, advertising and promotional material
- Half page b&w ad in the event program
- Your **logo** on the Taste of South Boston website, linked to your website

Sous-chef • \$ 500

- “Sous-chef Sponsor” recognition listing your **name** in event advertising and on the website
- Quarter page b&w ad in the event program



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Seaport Hotel • Plaza Ballroom

SPONSORSHIP AGREEMENT

This form is your agreement to become a sponsor of the food-tasting fund-raising event sponsored by the South Boston Neighborhood Development Corporation (SBNDP). Please complete the form and return it to SBNDP **no later than March 3rd, to be included in all pre-event promotional material.** See the enclosed Advertising & Logo Specification sheet for details on the sizes and formats accepted. Your contributions of \$1,000 or more could receive a 50% Massachusetts Community Investment Tax Credit (see enclosed brochure), and are tax-deductible to the extent provided by law.

Impresario • \$10,000

- 1 reserved table and 12 Taste of South Boston tickets
- "Impresario Sponsor" recognition including your logo displayed on event signage, advertising, and promotional material
- Full page color ad on the inside front cover or back cover of the event program
- Your logo on the Taste of South Boston website, linked to your website
- *Sponsors at this level may be eligible for a \$5,000 Massachusetts Community Investment Tax Credit*

Epicurean • \$5,000

- 1 reserved table and 6 Taste of South Boston tickets
- "Epicurean Sponsor" recognition including your logo displayed on event signage, advertising, and promotional material
- Full page color ad, premium placement in the event program
- Your logo on the Taste of South Boston website, linked to your website
- *Sponsors at this level may be eligible for a \$2,500 Massachusetts Community Investment Tax Credit*

Restaurateur • \$2,500

- 4 Taste of South Boston tickets
- "Restaurateur Sponsor" recognition including your logo displayed on event signage, advertising, and promotional material
- Full page b&w ad in the event program
- Your logo on the Taste of South Boston website, linked to your website
- *Sponsors at this level may be eligible for a \$1,250 Massachusetts Community Investment Tax Credit*

Chef de cuisine • \$1,000

- 2 Taste of South Boston tickets
- "Chef de Cuisine Sponsor" recognition including your logo displayed on event signage, advertising, and promotional material
- Half page b&w ad in the event program
- Your logo on the Taste of South Boston website, linked to your website
- *Sponsors at this level may be eligible for a \$500 Massachusetts Community Investment Tax Credit*

Sous-chef • \$500

- "Sous-chef Sponsor" recognition listing your name in event advertising and website
- Quarter page b&w ad in the event program

Company Name: _____

Contact Name and Title: _____

Address: _____

Telephone: _____ E-mail: _____

Signature: _____

Please return a copy of this agreement along with your check payable to: **South Boston Neighborhood Development Corporation** at 365 West Broadway, South Boston, MA 02127. For more information or assistance, please contact Karen Stanley our Event Chair, or the South Boston Neighborhood Development Corporation office.

Karen Stanley
Event Chair
karen@vibrant-events.com
617.990.7062

Donna Brown
Executive Director
donna.brown@sbndc.org
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ADVERTISING & LOGO SPECIFICATIONS

DEADLINE FOR ADS & LOGO INCLUSION: FRIDAY, MARCH 3rd

Program Book - Ad Specifications:

Ad sizes: (width x height)

- | | |
|---|--|
| <input type="checkbox"/> Full Page | 5" w x 8" h |
| <input type="checkbox"/> Half Page (Horizontal) | 5" w x 3.875" h |
| <input type="checkbox"/> Quarter Page | 2.375" w x 3.875" h |
| <input type="checkbox"/> Full Page Color Covers | 5.5" w x 8.5" h (+bleeds (0.125) are allowed on covers only) |

Preferred method for ad submission is digital files prepared as follows. All ads should be submitted in in .pdf, jpg or .eps file formats **with a resolution of 300 dpi or higher**. PDF files should have fonts and images embedded. EPS files should have fonts converted to outlines. Please include the name of your company or group in the file name.

Please send ads to Don Wilson at donwilson@fullvc.com by Friday, March 3rd.

In the event that you do not have the ability to prepare an ad, we can create one for you. Please provide your message and your high resolution logo to be included. However no proof will be provided.

Logo Specifications:

For sponsor levels that include your logo on event signage, the Taste of South Boston website or in advertising, we ask that you provide your logo to us in .eps format (vector art). This format will allow us to enlarge your logo to any size and maintain sharp details. Please note that logos taken from a website are very low resolution and will reproduce poorly in print.

For assistance with ads or logo requirements, please contact Don Wilson at 617-594-2766 or via email at donwilson@fullvc.com